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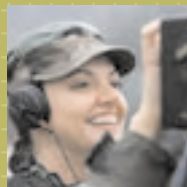
OVERVIEW REPORT

JUNE 2006

2006

December 2005 Influencer Poll 5 Report

REPORT DOCUMENTATION PAGE

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DEPARTMENT OF DEFENSE
INFLUENCER POLL WAVE 5 – DECEMBER 2005

OVERVIEW REPORT

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ACKNOWLEDGEMENTS

Executive Summary

The Department of Defense (DoD) conducts Influencer Polls on a regular basis to measure influencers' perceptions of the Military and their likelihood to recommend military service to youth. This report details the findings of the December 2005 Influencer Poll.

The primary focus of these polls is to learn about the military attitudes of adults who have relationships with youth ages 12-21. The recommendations of influencers to youth regarding service in the Military significantly affect potential recruits' decisions about whether or not to enlist. To this end, the December 2005 Influencer Poll measured influencers':

o Favorability toward and knowledge of the Military.
o Attitudes toward the Military.
o Perceptions of how likely military enlistment would result in outcomes important to youth.
o Their perceptions of others' support of them recommending the military and how much those people influence them.

Likelihood to Recommend Stable
Although other indicators suggest a potential drop in intention to recommend, influencers' likelihood to recommend the Military has remained steady for both parents and non-parents since last measured six months ago. As has been the case in every wave of the Influencer Poll, parents were less likely to recommend the Military to their children than non-parents were to recommend it to a youth they know. Overall, 44% of non-parent influencers and 29% of parents reported that they were likely or very likely

to recommend the Military to a youth and to their child, respectively.

Favorability towards Military Falls
The Influencer Polls measure favorability towards the Military on a ten-point scale in order to gauge how influencers feel about the Military in general. Favorability towards the Military has once again fallen over a six-month period and is now at all-time lows of 7.2 for parents and 7.3 for non-parent influencers. Favorability is especially low among Black influencers (6.1).

Negative Impact of Current Events
Well over half of influencers now report that the U.S. War on Terrorism has negatively affected their likelihood to recommend the Military. In particular, more Black influencers reported being negatively affected than others. An overwhelming 76% of Blacks reported that the ongoing War on Terrorism has had a negative effect on their likelihood to recommend. Parents were also more likely to be negatively affected by the war, with two-thirds saying it made them less likely to recommend. These negative reactions to ongoing events are reflected in falling support for troops' presence in Iraq, as well as lower approval for the international and military decisions made by the Bush Administration.

Influencer Conversations with Youth
The majority of influencers reported discussing future plans with youth in the past year. However, less than half of influencers reported that these conversations involved the Military. Those influencers who did discuss the Military tended to report being positive about it, although parents, especially mothers, were more likely to be negative than were non-parent influencers.

Executive Summary

(continued)

Predicting Likelihood to Recommend

The Theory of Reasoned Action is a prominent theory of human behavior in psychological research with significant empirical support. Applying this theory tells us that influencers who hold favorable attitudes toward the outcomes associated with recommending military service and believe that others would be supportive of their decision to recommend military service will be more likely to recommend service than will other influencers. This poll asked influencers about the association between an extensive set of outcomes and military service, as well as about their perceptions of others' opinions about recommending military service.

Well Being not Associated with Military Service

Association ratings on items related to well-being (e.g., attractive lifestyle, job that makes you happy) were the strongest attitudinal predictor of their likelihood to recommend. However, influencers did not strongly associate achieving a sense of well-being with military service. This finding suggests a need for military communications to more strongly emphasize such elements of well-being as: good pay, contact with family and friends, job satisfaction, environment free of harm or danger, job consistent with beliefs and values.

Military Service Is Associated with Skill Development and Patriotic Adventure

Association ratings on items related to youth skill development (e.g., learn a valuable trade or skill, develop self-discipline) were also strong attitudinal predictors of likelihood to recommend. In this case, influencers *did* associate these outcomes with serving in the Military. As such, military support of these perceptions among influencers remains important. Influencers also associated the Military with patriotic adventure (e.g., opportunity to travel, experience adventure, do something for your country). While still important, these two factors were not as strongly related to an influencers' likelihood to recommend as well being.

Efficacy and Recommending

Efficacy is a measure of how confident a person feels that they could successfully perform a behavior. In this instance, parents are asked how confident they were that their child could accomplish a set of tasks routinely performed in the Military. This was found to be a significant predictor of parent attitudes about the Military. Specifically, parents that felt that their child could successfully perform the tasks were significantly more likely to recommend the Military.

Conclusions

These findings indicate that while likelihood to recommend has remained steady, related indicators have become more negative. The interactions of these predictors over time are not well understood, so all metrics need to be watched closely as time progresses. As in previous waves, results indicate that increasing influencer-youth communication about the Military could promote greater likelihood to join the Military among youth. Results also suggest that the benefit of these interactions will be improved if associations between military service and outcomes related to well being can be enhanced.

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Appendices

The primary goal of the Influencer Poll is to provide regular tracking of influencers' likelihood to recommend the Military to youth. Section One covers the approach and methodology used in the December 2005 Influencer Poll.

Section 1

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Background and Purpose

A number of recruiting goals set by The Department of Defense (DoD) have gone unmet as recruiters struggle to overcome the many daunting obstacles that have recently arisen due to military and political struggles occurring in the United States today. The number of influencers willing to recommend joining the Military has been gradually declining over the past few years, and signs indicate this trend may continue unless something is done to improve the image and appeal of joining the Military. Some of the major obstacles to this improvement are the ongoing War in Iraq, decreasing approval ratings for the current administration and its use of the Military, and a growing lack of support from family members, school officials, and other influential figures in the lives of those considering either joining or recommending the Military. On top of these problems, the number of youth who meet the eligibility requirements for enlistment is shrinking.

The number of influencers willing to recommend the Military has decreased due in large part to a fear that youth will face personal hardship, danger, and a lifestyle that is not attractive to them if they enlist in the Military. These fears stem in part from a constant barrage of negative news coverage on the War in Iraq. As casualties mount, the American people question the justification of continuing a war that shows no signs of resolution. The constant state of war has caused service in the Military to become less attractive in the minds of Americans both young and old. Patriotic Adventure and Skill Development, as well as other great benefits the Military offers are being overlooked as the focus shifts to the negative aspects of being in the Military in a time of war.

What people do see are perceived mistakes, inadequacies, and indiscretions from the White House that are covered daily by news outlets ranging from newspapers, radio, TV, and the Internet. President Bush's approval ratings are the lowest they have been during his presidency, and are approaching the lowest of all time for any president. As Commander-in-Chief, the president represents the Military. When his decisions are called into question it detracts from the confidence in the Military that an influencer will need to have to consider recommending enlistment to someone that they care about.

Parents and Non-parents both feel that support for their decision to recommend the Military is waning. An increased number of teachers, guidance counselors, and other non-parent influencers feel that a child's parents, immediate family, and even other non-parents would not look favorably on them recommending the Military. Parents do not let other people influence their decisions as much as non-parents do, but they too have reported a loss in confidence that other influencers would be supportive of their decision to recommend the Military to their child.

Adding to recruitment difficulty is the fact that there is a decreasing number of youth that can successfully pass the eligibility requirements set by the Military. For example, in order to get one eligible recruit, an Army recruiter will have to contact approximately 120 young people.[i] The difficulty of recruitment and the steady decline in influencers' likelihood to recommend mean that recruiting efforts must be based upon sound intelligence.

Background and Purpose

The December 2005 Influencer Poll was designed to investigate the attitudes and knowledge of influencers as well as their likelihood to recommend serving in the Military to youth they know. Influencers are adults who have a direct, influential role on the decisions youth make about their post-high school options–e.g., parents, teachers, counselors, coaches, mentors, employers, and co-workers.

These polls focus on two types of influencers: parents and non-parents. Parents are closer to youth and thus have greater personal knowledge about them. Parents tend to be direct, open, and at times more protective of youth well-being than youth themselves. Parents influence fewer youth, but are likely to have a stronger effect on them than non-parent influencers.

Non-parent influencers include educators, relatives, clergy, or others who may or may not have children of their own. They typically have some sort of formal authority over youth. They provide another source of support and frequently open doors to a wide range of opportunities, including some that parents may not. Non-parents affect youth on a wider scale (one-to-many) than do parents. However, due to the influencer's great variety of roles, their degree of influence varies greatly.

Purpose

The purpose of this report is to provide information about influencers. In particular, this report will provide information on influencers' knowledge about the Military as well as their attitudes about and likelihood to recommend the Military. Specifically, this report provides information about the values held by influencers, their confidence that the Military will advance these values, the people who influence the decision of the influencer, and the how likely influencers are to recommend the Military to one of their children or a youth they know.

The December 2005 Influencer Poll also aims to identify which factors are prone to affect influencers' likelihood to recommend the Military. Additionally, it is anticipated that the information obtained from this poll will be used to help guide advertising and outreach campaigns and ultimately assist the U.S. Military Services in meeting their recruiting goals.

Influencers: Who They Are and Their Role

Who Influencers Are

Influencers are important to understand for those interested in youth decisions.[ii] Young people's beliefs, values, and attitudes are forged and can be altered through their interaction with other people in their environment.[iii] Thus, influencers affect any decision they make. We seek to identify the influencers of potential recruits and the role they play in youth career decisions.

Influencers, as defined in this study, were adults ages 22–85 who reported directly influencing youth ages 12–21. These influencers ranged from coaches and clergy to mothers and guidance counselors. The 1,307 adult influencers in the sample were split into two subcategories: parents and non-parents.

Parents

In this report, the term parent is reserved for those who have children ages 16–21. These influencers tend to have a close relationship with youth, with personal knowledge of their personality, character, and emotional well-being. These influencers tend to be direct and open with youth, and protective of their well-being. In terms of access, parents influence fewer youth than non-parents such as school teachers or guidance counselors. However, because of their greater amount of interaction, time, and intimacy with youth, parents are more likely to have a stronger effect on youth than non-parents.

Non-parents

Though to a lesser degree, non-parent influencers (educators, relatives, and others) also hold significant sway over youth. This is particularly relevant today where nontraditional families are more common.[iv] Thus, youth decision-making is also likely to be influenced by sources other than parents found in the home, such as at school, at work, or in religious institutions.

Non-parents, as defined in this report, may or may not have children outside the specified age range (16-21). However, as observed in this poll, non-parents typically have some sort of formal authority over youth. They provide another source of support to youth and frequently open doors to a wider range of opportunities than parents alone.

Non-parents affect youth on a wider scale (one-to-many) than do parents, but usually do not have as strong an impact. However, due to the great variety of roles of these influencers, the degree of influence varies greatly from one non-parent to the next.

Role of the Influencer

Influencers (parents and non-parents) play a major role in youth decisions-making due to the impact they have on adolescents' educational goals, scholastic achievement, and appraisal of their self-efficacy. In related research, adult influencers have been found to directly influence the norms and attitudes of youth.[v] Research has also demonstrated that a number of family variables (i.e. socioeconomic status, parental education, etc.) influence the career choices of young adults.[vi] Thus, it appears that family interactions play an important role in youth career decision-making.

Approach

Researchers have developed theories of behavioral prediction that can be applied not only to describe and predict whether or not people will engage in certain behaviors, but also to better understand what drives behavior and how those drivers can be manipulated or influenced.

The *Theory of Reasoned Action* is a leading explanatory model of behavior and is used by the Joint Advertising, Market Research and Studies (JAMRS) program to help guide many of its survey efforts. According to this model, behavior is primarily driven by intention to perform that behavior (propensity in the case of military enlistment). In order to predict propensity, one must identify certain attributes that differentiate youth who are propensed from those who are not. A growing body of evidence suggests that propensity can be explained in large part by knowing something about a person's attitudes, subjective norms, and self-efficacy.

Attitudes are a function of one's beliefs that performing a behavior will lead to certain favorable (or unfavorable) outcomes and the importance placed on these outcomes. A subjective norm is the perception that the important others in one's life will think that

one should or should not perform the behavior in question (social pressure). Confidence in performing a behavior, based on years of self-efficacy research by Albert Bandura and colleagues, is a person's perception that they will be able to perform a behavior successfully.

Use of a model-based approach such as this, pictured below, provides several advantages. Principal among these is use of the findings to determine strategic direction. For example, very different interventions would be necessary if one has formed an intention but is unable to act, than if one has little or no intention to perform the behavior or if one is not engaging because of social pressure from important others. A model-based approach that integrates these multiple components aids decision-making by providing a more comprehensive and integrative platform of information from which to make decisions.

Applied to enlistment behavior, the model can help determine influencers' likelihood to recommend military service. In this case, the behavior of interest is a recommendation to enlist in the Military, the intention is to engage in this behavior, and so on.
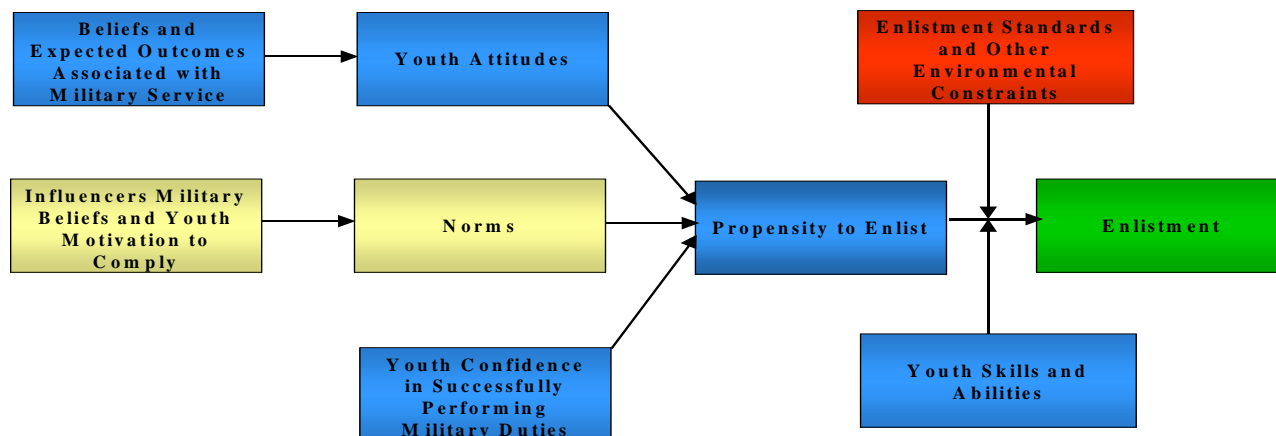
Approach

(continued)

This model-based approach was used as the foundation of the December 2005 Influencer Poll, which measures youth attitudes, norms, confidence regarding military duties, and propensity.

This report is structured around the conceptual model on the previous page, but also looks at influencers' impressions of the Military and reasons for recommending enlistment. Specifically the report looks at

- Favorability toward the Military
- Knowledge of the Military
- Attitudes toward the war in Iraq and economic issues
- Influence over and support for recommending the Military held by other influencers
- Importance and association of personal values with the Military
- Efficacy of youth

Structure of This Report
Section two provides general coverage of the basic findings of the December 2005 Influencer Poll. In doing so, this section discusses the relative importance of various military attitudes, influencer groups, and efficacy beliefs in the decision to enlist in the Military. Section two also examines the roles of influencers and how they affect the decision-making of youth. It details which post-high school options influencers are most likely to recommend as well as the reasons behind those recommendations. Section two continues with coverage of how influencers feel about the U.S. Military, and their perception of military service as a post-high school option. It further delineates why influencers feel the way they do and outlines what other variables are related to likelihood to recommend.

Section three provides an integrated review of the December 2005 Influencer Poll findings as they relate to the conceptual model previously discussed. In doing so, this section discusses the relative importance of various military attitudes, influencer groups, and efficacy beliefs in the decision to recommend the Military.

Naming Convention
Throughout this report, we refer to three racial/ethnic groups: Whites, Blacks, and Hispanics. These names correspond to the group names used by the U.S. Census Bureau.

Methodology

The December 2005 Influencer Poll used random-digit dialing administered via computer-assisted telephone interviews. Data were collected between November and December 2005.

American households were screened for the target audience: Americans adults ages 22-85 who reported directly influencing youth ages 12-21. The total 1,307 adult influencers in the sample were split into two subcategories:

Parents

Six-hundred interviews were conducted with parents of youth who completed the December 2005 Youth Poll.

Non-parents

An additional 707 non-parent adult influencers (e.g., teachers, relatives, coaches) participated in the study.

These participants were contacted via random digit-dialing. American households were screened for the target audience.

The survey took an average of 20 minutes to complete. As a rough guide, the overall margin of error at the 95% confidence interval for estimates based on the total sample is approximately:

- ± 2.5 percentage points for proportions;
- ± 0.12 for 10-point scales.

Respondent Profile

The December 2005 Poll was conducted via telephone using random-digit dialing. The following charts display the demographic segments of the 1,307 survey respondents:

- ➢ Age
- ➢ Gender
- ➢ Race/Ethnicity
- ➢ Highest Completed Education Levels
- ➢ Have Children between 12 and 21
- ➢ Current Employment Status
- ➢ Type of Non-Parent Influencer
- ➢ Marital Status
- ➢ Member of Armed Services
- ➢ Annual Household Income

Age

22-35 years old 18%

50-85 years old 43%

36-49 years old 39%

Gender

Male 35%

Female 65%
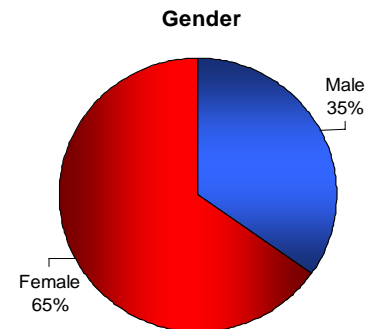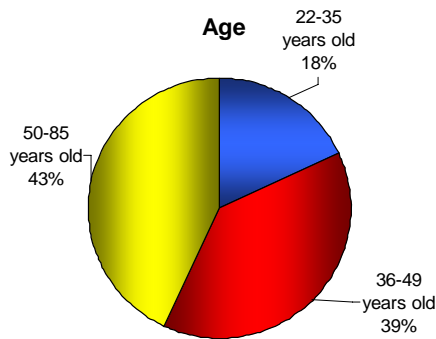
Which of the following best describes your race?

DK/REF 3%

Hispanic 10%

Other non-Hispanic 5%

Black non-Hispanic 20%

White non-Hispanic 62%

Highest Completed Education Levels

Associate Degree - Academic 6%

Associate Degree - Vocational 6%

Some College But No Degree 19%

Bachelor's Degree 18%

Master's Degree 10%

Prof. School Degree 3%

Doctorate Degree 3%

Less than High School 9%

High School Diploma/ GED 26%
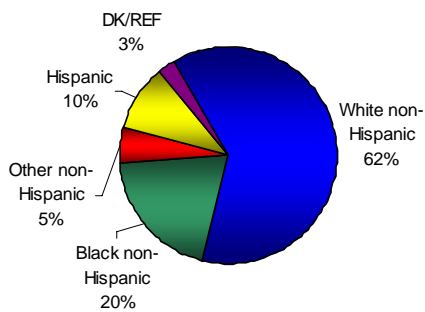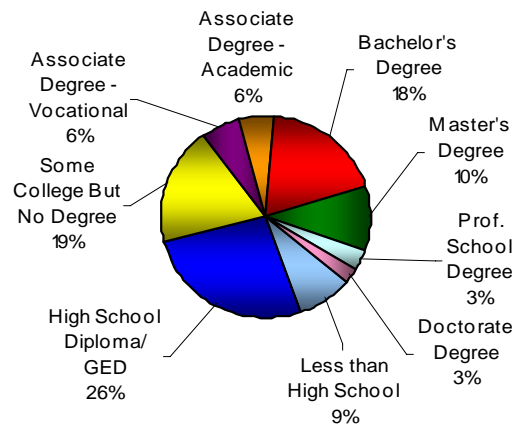
Respondent Profile

(continued)

Do you have children between the ages of 12 and 21?
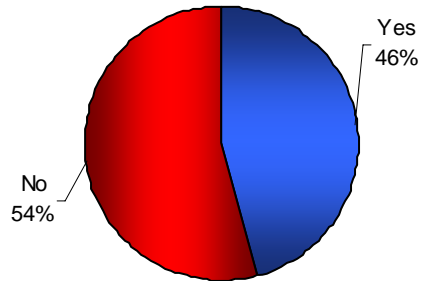
Yes
46%

No
54%

Current Employment Status

Retired
17%

Unemployed
12%

Employed
part-time
10%

Disabled
3%

Homemaker
1%

Employed
full-time
56%

DK/REF
1%

What role or position do you have where you interact with youth ages 12 to 21? (subset: non-parent influencers)

Role	Percentage
Grandfather/Grandmother	33%
Uncle/Aunt	18%
Mentor	11%
Teacher	10%
Sister/Brother	7%
Church layperson	5%
Friend	4%
HealthCare Provider	2%
Parent/Step	2%
Volunteer Work	2%
Sports coach	2%
Step Parent	2%
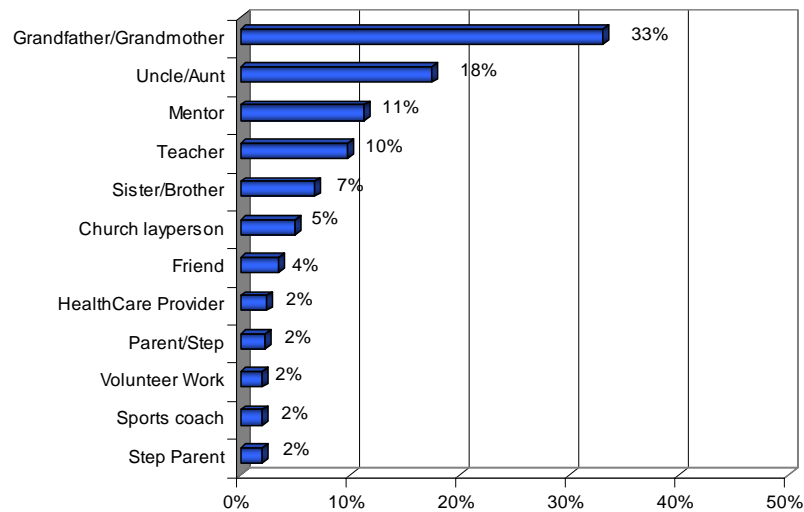
Respondent Profile

(continued)

Are you or have you been a member of the armed forces?

No
87%

Yes
13%
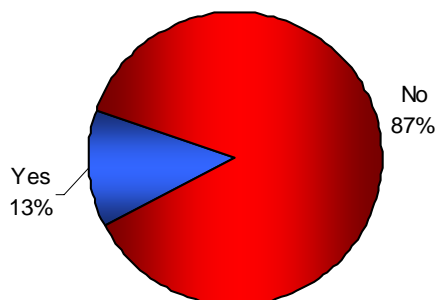
What is your marriage status?
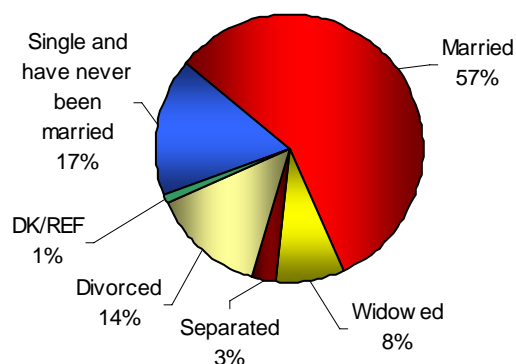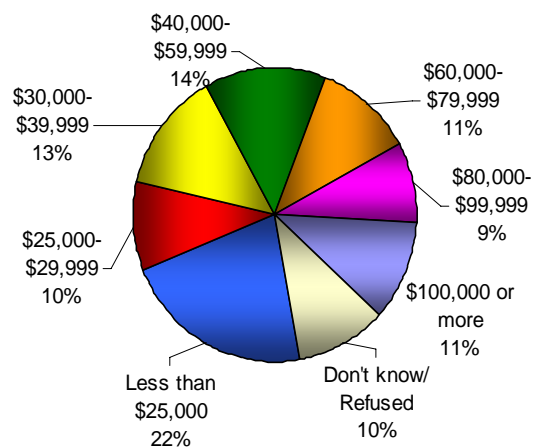
Married
57%

Single and
have never
been
married
17%

DK/REF
1%

Divorced
14%

Separated
3%

Widowed
8%

Annual Household Income

$40,000-
$59,999
14%

$30,000-
$39,999
13%

$25,000-
$29,999
10%

Less than
$25,000
22%

Don't know/
Refused
10%

$100,000 or
more
11%

$80,000-
$99,999
9%

$60,000-
$79,999
11%

[i] National Research Council (2003). *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment.* Committee on the Youth Population and Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, D.C.: The National Academies Press.

[ii] Super, D. E. (1990). A life-span, life-space approach to career development. In D. Brown & L. Brooks (Eds.), Career choice and development (2nd ed., pp. 197-261). San Francisco: Jossey-Bass.

[iii] Lent, R. W., Brown, S. D., & Hackett, G. (2000). Contextual supports and barriers to career choice: A social cognitive analysis. Journal of Counseling Psychology, 47, 36-49.

[iv] U.S. Census. (2000). U. S. Census Bureau. Washington, DC.

[v] Legree, P. J., Gade, P. A., Martin, D. E., Fischl, M. A., Wilson, M. J., Nieva, V. F., McCloy, R., & Laurence, J. (2000). Military enlistment and family dynamics: Youth and parental perspectives. *Military Psychology*, 12, 31-49.

[vi] The Condition of Education, 2001.

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Section Two discusses influencers' views about the post high school options available to youth. Influencers' attitudes toward the Military and Services are discussed with regard to their impact on likelihood to recommend the Military.

Section 2

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Attitudes Toward U.S. Military

In the last few years the American public has been exposed to a constant barrage of negative press surrounding the Bush Administration, our country's fight against terror, and by association, the Military.[i] In addition, the Military is now facing increased scrutiny of its recruiting efforts, as well as a growing number of people in the media as well as the general public who are speaking out against the War in Iraq. This is having a negative effect on the opinions of those people who have the responsibility of influencing today's youth. This effect has shown in their increasing reluctance to recommend, or even discuss the Military as a future career choice with the youth in their lives. While likelihood to recommend has not significantly dropped overall in the last six months, there are possible warning signs for a future decrease in the waning support for both troops in Iraq and the Bush Administration's use of the U.S. Military, as well as the significant decrease in favorability of the Military since June 2005.

Likelihood to Recommend
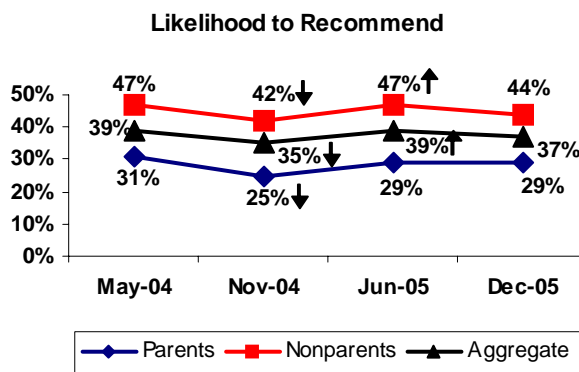
Parents, family members, educators, coaches, and many other people play an active role in influencing the opinions and impressions youth form on a variety of topics, including future career choices. The Military's increased emphasis on improving

the opinions of influencers accomplishes two goals. First, it increases the number of influencers willing to recommend the Military. Second, it helps to lower the number of influencers who work actively against youth enlistment.

48%   **Proportion of parents who would suggest a different occupation if their son or daughter planned to enter the Military.**

Recruiters have to contact as many as 100 young people just to get one who is willing to talk about enlisting, chiefly because of opposition from parents, according to the commander of the Army Recruiting Command.[ii] The Parent Teacher Student Association for a school in Seattle went as far as voting to ban military recruiter access to school grounds, despite the fact the school stood to lose at least fifteen million in federal education funds if the school district had approved the ban.[ii]

Recruiters are finding it harder to contact youth outside of schools as well. A recruiter in New York claims that three years ago, perhaps one or two out of ten parents would hang up immediately on a cold call to a recruit's house. "Now," he said, "in the past year or two, people hang up all the time."[iii] By not allowing recruiters freedom to contact youth, influencers wield the power to effectively limit the pool of recruits that can be drawn from.

With the turmoil surrounding the War on Terrorism it is doubly important that the Military continues to actively work to gain support in the adult population. The focus of the media in recent years has been on the death and destruction occurring in Iraq. The

Attitudes Toward U.S. Military

December 2005 influencer poll shows that the focus of many influencers has shifted away from the benefits that are often highlighted in advertising campaigns for the Military. Concerns of safety, stability, time for family and other aspects of personal well being are now more likely to affect an influencer's likelihood to recommend.

Did You Know?

According to the U.S. Census, almost 90% of the new jobs being created today require MORE than a high school level of literacy and math skills.

With the necessity of obtaining a college degree becoming more concrete, a vast majority of influencers responded that they would recommend further schooling. The number of influencers who mentioned the Military as a possible option after high school has fallen to only 8%. When asked specifically about recommending the Military, only 37% of influencers said that it would be likely while 52% said it would not. On a positive note 63% of influencers said they would at least somewhat support a youth's decision to enlist.

In December 2005, 1,307 adults nationwide were surveyed nationwide for the fifth Department of Defense Influencer Poll conducted by JAMRS. The survey was given to adults who were parents or direct influencers of youth from the ages 12 to 21 for the purpose of understanding the thoughts and opinions of the influencers of youth toward the Military and their likelihood to recommend enlistment. This chapter provides details on seven main conclusions drawn from this effort.[iv]

1. *Favorability continues decline*
2. *Opinions on the War in Iraq begin to fester as time goes by*
3. *Support for the Bush Administration wanes*
4. *Influencers losing faith in economy, but not military pay*
5. *Influencers increasingly concerned about the well-being of youth*
6. *Discussions about enlistment decrease in frequency, increase in negativity*
7. *Support for influencers recommending the Military is down*

Favorability Continues Decline

Military Favorability

In the Influencer Poll, favorability is measured as a way to understand how parents, teachers, and other influential figures in the lives of youth today feel towards the Military and each of its individual services. Favorability is measured on a 1 to 10 scale with 10 being most favorable. Overall, influencers today are moderately favorable towards the Military. However, since May 2004 when favorability was first measured there has been a steady decline in the way influencers feel about the Military. This decline in favorability is consistent across all of the individual Services and Reserve components as well. As of December 2005, favorability was at an all time low following significant decreases for both parent and non-parent influencers.
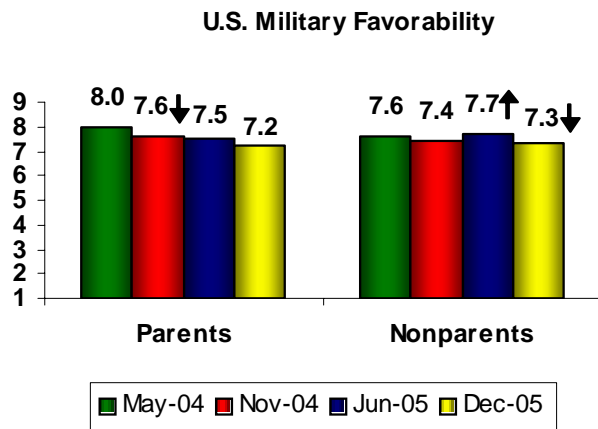
Favorability by Race/Ethnicity

Comparing favorability by race/ethnicity reveals major differences in how White, Black, and Hispanic influencers view the Military. Black influencers are significantly less favorable of the Military than White or Hispanic influencers. Favorability of the Military for Black influencers has dropped an alarming 1.3 points (18% drop) in the last two years. Hispanic influencers' favorability has remained relatively stable during that same time period. Also alarming is the fact that favorability among White influencers, who have historically been strong supporters of the Military, has decreased significantly in the same two year time period.

U.S. Military Favorability

Favorability by Race/Ethnicity
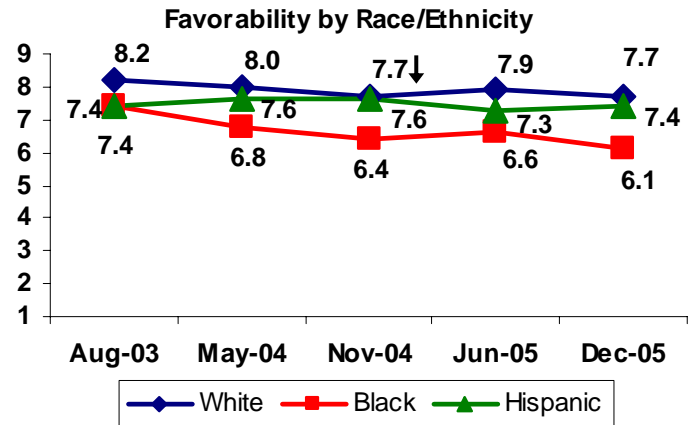
Favorability Continues Decline

Favorability Comparison: Parents/Youth
The decrease in favorability by influencers has been reflected in the attitudes of youth toward the Military. In particular, parents and youth show a similar trend in their feelings toward the Military. The drop in Favorability among parents is consistent with the drop in favorability for youth that has

Favorability for Parents/Youth
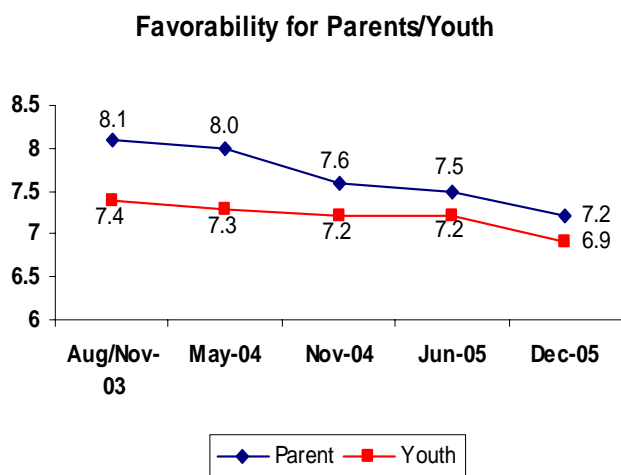
been tracked in the corresponding DoD Youth Poll for December 2005. As shown in the graph, Black parents are slightly more

favorable towards the Military but their drop mirrors that of Black youth. The same trend is present among White and Hispanic Influencers.

Support for the Military Remains Stable
Favorability of the Military has significantly decreased, but the majority of the American public (79%) still support the Military in general. Care packages, yellow ribbons, and emails/cards and letters are the most prevalent methods used to display support.

General Support for the Military
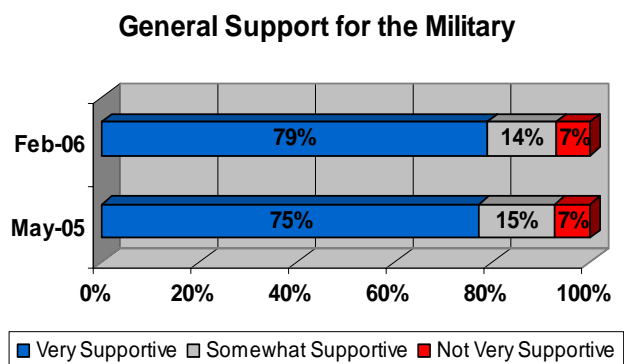
The Mood of the Nation

Overall Satisfaction Level with the Country Lowers

Like the trend seen in favorability of the Military, America is becoming increasingly less satisfied with how things are going in the nation as a whole. Since the dramatic increase in satisfaction following the events surrounding the terrorist attacks on September 11, 2001, there has been a gradual decrease in satisfaction reaching a low mark of 35% in December 2005.[v] In total, satisfaction has dropped 35 percentage points since December, 2001.

Mood of the Nation
June 2001 - December 2006

— Dissatisfied — Satisfied
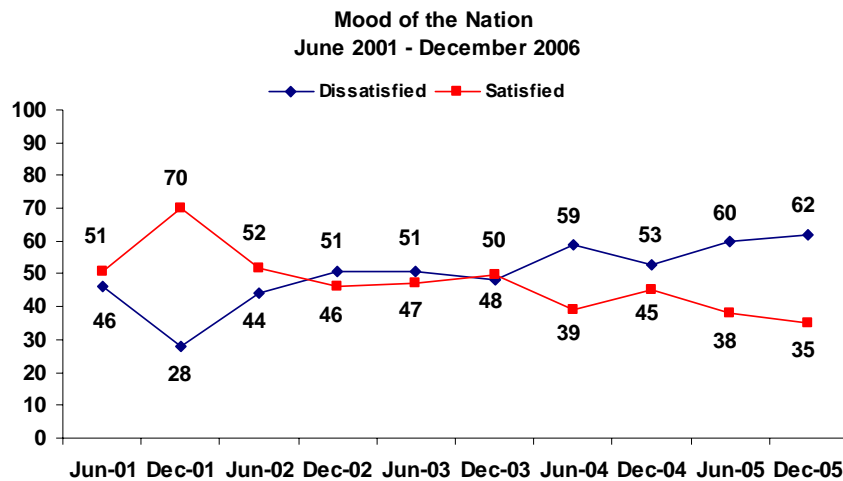
There are myriad valid reasons for the drop in satisfaction among the United States populace. The most important problem facing America today is reported to be the war in Iraq, but that is not the only issue on the public's mind. The economy in general and dissatisfaction with Government leadership are also frequently cited as large concerns for the American public.[vi]

What is the largest problem facing America today?

Situation in Iraq	25%
Immigration/Illegal Aliens	19%
Fuel/Oil Prices	11%
Economy in General	10%
Dissatisfaction with government	8%
Terrorism	6%
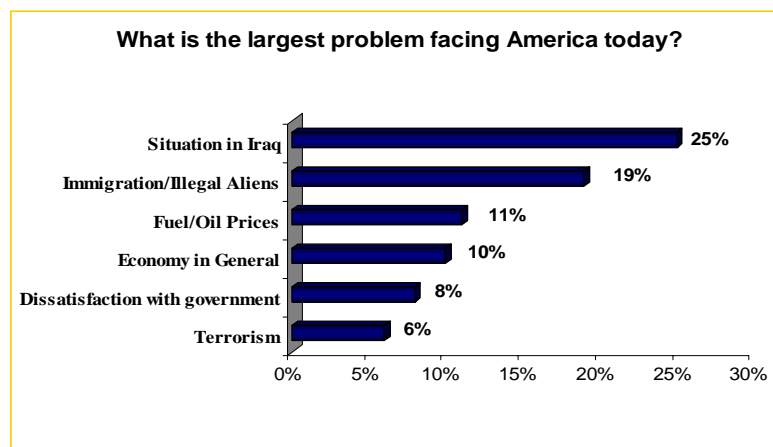
War in Iraq Sparks Greater Controversy

Military Conflict

The War in Iraq has long been an issue of contention for the American public. As more time passes, support for troops occupying Iraq has continued to decline. With no foreseeable end in sight, there are many who wonder if the United States' intervention in Iraq is no longer warranted. Fifty-seven percent of Americans now feel that sending troops into Iraq has been mistake, and 60% feel that things are going badly for the U.S in Iraq.[vii] After a significant decrease in the last six months, the majority of influencers do not support the troops' presence in Iraq. Without some type of resolution this trend appears likely to continue.

Support for U.S. Troops
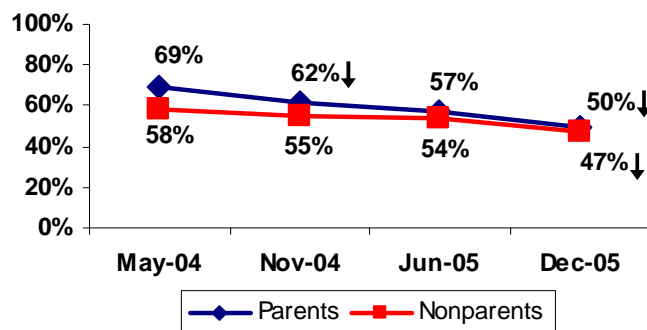
Less Likely to Recommend
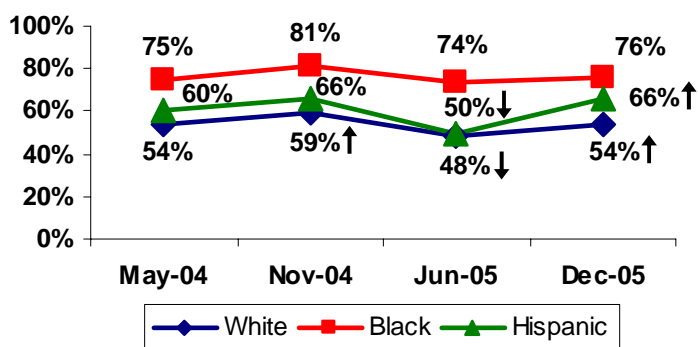
Military Conflict by Race\Ethnicity

The War on Terror's declining support is directly affecting the Military's recruiting effort. Sixty-six percent of parents and 54% of non-parent influencers say that the War on Terrorism makes them less likely to recommend the Military. Black influencers have been the most negative about the War on terror, with 76% of them reporting that due to the war they are less likely to recommend the Military. In the last six months, the number of Hispanic (66%) and White (54%) influencers less likely to recommend the Military due to the war (up from 50% and 48% respectively) has increased.

Support for the Bush Administration Wanes

Bush Administration

With support for President Bush at an all-time low it should come as no surprise that influencers are not supportive of the Bush Administration and the decisions they are making. The majority of the American public says that President Bush will be most remembered for his role in the War in Iraq and only 32% approve of the way he has handled it so far. In fact, 57% now believe that it was a mistake to send troops into Iraq in the first place.[viii]

Influencers of youth, much like the general public have grown extremely negative in their views toward the Bush Administration's handling of foreign affairs, as well as the use of U.S. Military forces. Overall, only 39% of influencers approved of the Bush Administration's use of the U.S. Military, a significant decrease from 49% in June 2005. Similarly, only 39% of influencers approve of the Bush Administration's handling of foreign affairs, also a significant decrease.

11% Proportion of Black Influencers who approve of Bush Administration's handling of foreign affairs and use of Military Forces respectively.

There were significant decreases in the approval ratings for the Bush Administration's handling of foreign affairs and use of Military forces among both White and Hispanic Influencers. Although still the strongest supporters, White influencers dropped six points to 49% in the approval of handling of foreign affairs, and dropped 7 points to 50% of influencers who approving of the Bush Administrations' use of the U.S. Military. More alarming than this is the 14- and 16-point drop among Hispanic influencers in their approval of the Bush Administration's handling of foreign affairs and use Military forces respectively. Black influencers remain stable at their previous low marks.

Bush Administration's Use of the Military
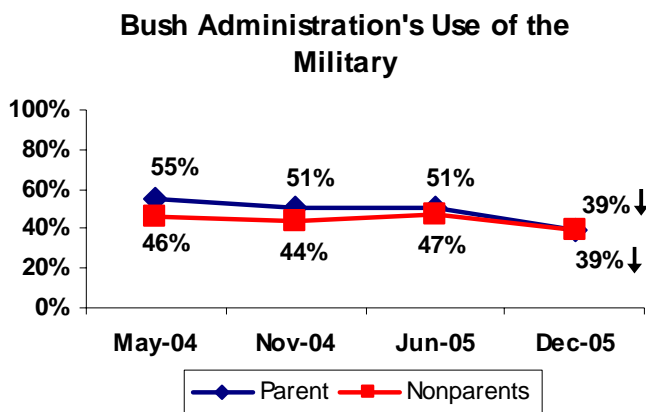
Perceptions of Economy Grow Worse

The Economy

Influencers are also reporting lower confidence for the future of our economy. President Bush held an economic forum in Waco Texas in 2002 where he stated that "For the good of our economy, for the good of the people who pay taxes, my administration will spend what is truly needed and not a dollar more". However, 71% of the nation disapproves of the way the administration has controlled federal spending.[ix] Increasing fuel prices, increased Military spending, rumors of cuts to be made in the social security and Medicare programs coupled with an increased federal deficit has caused many to doubt the future security of the United States economy.

There has been a decline among influencers who feel the economy will be better in four years. This is especially true among parents. The number of parents that see the economy improving significantly dropped from 31% to 23% since June 2005. Despite the lost faith in the future of the economy, many influencers continue to believe job prospects are relatively positive for high school graduates. In a time when many believe that to earn a good-paying job requires a college education, only 28% of influencers feel it would be difficult to obtain a full time job in their community directly after high school.
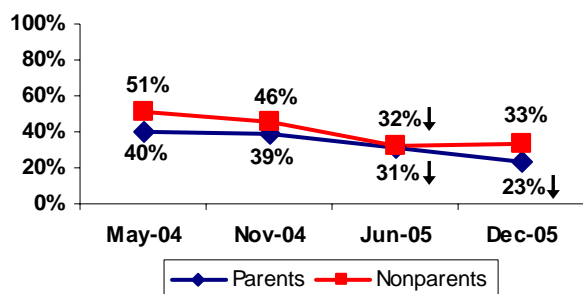
Military Pay

In 2000 and 2001 Congress granted across the board pay increases for the Military of 4.8% and 3.7% respectively, as well as a yearly increase of one half of one percent over the average pay increase in the civilian sector. This move appears to have improved peoples' opinions about Military pay. When looking for a job after high school, half (49%) of influencers feel youth would be paid equally in either a Military or Civilian job. White influencers are more likely to feel pay would be better in the civilian sector (29%). At the same time, a larger proportion of Hispanic influencers (23%) feel that pay is better in the Military than do Black and White influencers (19% and 18% respectively).

Job Pay by Race/Ethnicity

	White	Black	Hispanic
Military	18%	19%	23%
Equally in Both	45% ↓	62%	56%
Civilian Job	29% ↑	16%	15%

Economic Outlook

	May-04	Nov-04	Jun-05	Dec-05
Parents	40%	39%	31% ↓	23% ↓
Nonparents	51%	46%	32% ↓	33%
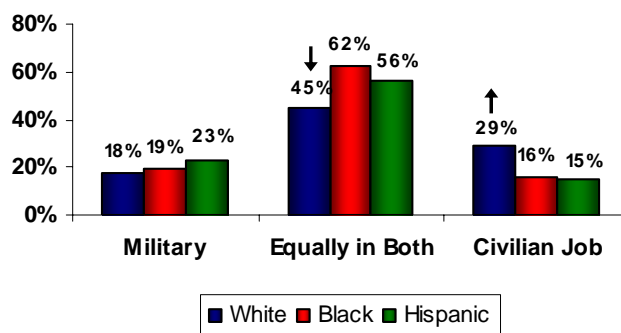
Benefits in the Military

Benefits in the Military
This poll asked influencers about the outcomes associated with military service and found that influencers generally group them into three categories, conceptually. These are Well Being, Patriotic Adventure and Skill Development. The Military has long been viewed as a place that provides on the job training that gives a recruit the skills and experience needed to succeed in the outside world. On top of this the Military offers a place to experience adventure while presenting the opportunity to do something meaningful for your country, family, and friends. However, the focus of influencers lately has been more centered on a youth's well being.

Well Being
Eighty-two percent of Americans feel it is either "somewhat" or "very" likely that casualties in the War in Iraq will increase or stay the same.[x] With parents placing youths' well being ahead of other concerns, the War in Iraq is working to lower likelihood to recommend the Military. Attributes like good pay, contact with family and friends, an attractive lifestyle, and personal safety are critical when making the decision on whether or not to recommend. Unfortunately these are also the aspects where the weakest associations are made with the Military.

Well Being	What do parents want for their child? 1 = Not at all important 7 = Extremely important	Will the Military provide it? 1 = Extremely unlikely 7 = Extremely likely	What do nonparents want for youth? 1 = Not at all important 7 = Extremely important	Will the Military provide it? 1 = Extremely unlikely 7 = Extremely likely
Be in an Environment free from physical harm or danger	6.19	3.56	5.73	3.93
Be in contact with family and friends	6.36	4.45	6.16	4.91
Have a lifestyle attractive to him or her	6.24	4.54	5.93	5.12
Have a good paying job	6.39	4.87	6.10	5.24
Have a job that is exciting	5.98	5.12	5.79	5.38

▢ Denotes difference in means greater than 1.0

Skill Development
The difference between what influencers want for their children and the Military's ability to provide it is smaller for attributes in the area of Skill Development. Though not as highly correlated with likelihood to recommend as Well Being is, Skill Development is still important to both parents and non-parent influencers. The development of self-discipline, earning money for college, and training for the future are attributes that influencers feel the Military does a good job of providing for youth.

Skill Development	What do parents want for their child? 1 = Not at all important 7 = Extremely important	Will the Military provide it? 1 = Extremely unlikely 7 = Extremely likely	What do nonparents want for youth? 1 = Not at all important 7 = Extremely important	Will the Military provide it? 1 = Extremely unlikely 7 = Extremely likely
Learn a valuable trade or skill	6.30	5.35	6.36	5.87
Train in cutting edge technology	6.03	5.39	6.05	5.81
Earn money for college	5.71	5.48	6.16	5.85
Develop self-discipline	6.33	5.79	6.42	6.15

▢ Denotes difference in means greater than 1.0

Benefits in the Military

(continued)

Patriotic Adventure

Influencers rate a youth's ability to do something they can be proud of as the most important attribute when thinking about their future. The Military was rated highly on all of the attributes of Patriotic Adventure. However, other than the ability to do something to be proud of, influencers reported that attributes of Well Being and Skill Development were more important to them than the attributes of Patriotic Adventure. Overall, these attributes were the least correlated with an influencer's likelihood to recommend the Military.

Patriotic Adventure	What do parents want for their child? 1 = Not at all important 7 = Extremely important	Will the Military provide it? 1 = Extremely unlikely 7 = Extremely likely	What do nonparents want for their child? 1 = Not at all important 7 = Extremely important	Will the Military provide it? 1 = Extremely unlikely 7 = Extremely likely
Experience adventure	5.30	5.28	5.46	5.57
Have a physically active job	5.44	5.59	5.49	5.81
Have the opportunity to travel	5.35	5.59	5.50	5.86
Do something to be proud of	6.60	5.60	6.50	5.90
Do something for country	5.55	5.81	5.82	6.02

Denotes difference in means greater than 1.0

The responses youth gave when asked about the importance of the same attributes in Well Being, Skill Development, and Patriotic Adventure are very similar to the responses reported by influencers. Youth propensity, like influencers' likelihood to recommend was most strongly correlated with the attributes of Well Being. The most important individual attribute was the ability to do something a youth can be proud of. As with influencers, the largest disparity between what is important to a youth and what the Military can provide exists among the attributes of Well Being.

Youth Poll	**What do youth want?** 1 = Not at all important 7 = Extremely important	**Will the Military provide it?** 1 = Extremely unlikely 7 = Extremely likely
Well Being		
Be in an Environment free from physical harm or danger	6.24	5.47
Be in contact with family and friends	6.38	5.44
Have a lifestyle attractive to him or her	6.33	4.51
Have a good paying job	6.43	4.31
Have a job that is exciting	5.74	3.68
Skill Development		
Learn a valuable trade or skill	6.07	5.74
Train in cutting edge technology	5.20	5.74
Earn money for college	5.88	5.90
Develop self-discipline	5.90	6.12
Patriotic Adventure		
Do something to be proud of	6.53	5.81
Experience adventure	5.51	5.86
Have a physically active job	5.53	6.05
Have the opportunity to travel	5.42	5.98
Do something for country	5.30	6.15

Denotes difference in means greater than 1.0

Communication, Support, and Influence

Communication

The Military has recognized the high level of influence a parent holds over their child and has tailored some of their commercials to address this issue. Communication between parent and child concerning the Military is one of the major focuses seen today in recruiting commercials being aired on television. These commercials portray a youth coming to their parent to discuss a hard decision they will be soon be making on whether or not to enlist in the Military. The youth is explaining the benefits of the Military in an attempt to elicit a positive response from their parent. This situation is a great example of the necessity of marketing the Military to parents. A parent or other influencers feelings toward the Military could act as either a spring board or roadblock to their child's future Military enlistment.

One of the reasons the Military has created these commercials is to address a large problem facing recruiting efforts today; the lack of communication between parents and youth about the Military. Fifty-three percent of parents rarely or never talk to their children about the Military (significantly up from 46% in May 2004).

Of the parents who reported speaking to their children, only 45% had positive conversations about the Military. Twenty-two percent of parents reported being "negative" or "very negative" when discussing the Military with their children. This includes 25% of mothers. This means nearly a quarter of the youth that could possibly be interested in enlisting in the Military are being dissuaded by the people with the most influence over their decisions
.

Influence

Influencers overall appear to be having a negative effect on youths' opinions toward the Military. In the December 2005 Youth Poll, youth report that parents have a significantly larger amount of influence over their decisions than any other person in their lives. Significant others and immediate family also have a strong direct influence over a youths' opinion. Veterans, teachers, guidance counselors, and other influencers of youth may not have strong influence over each youth's opinion, but through contact with a larger number of youth on a consistent basis their opinions toward the Military become more influential. The large amount of influence held by parents, teachers and other adults in a youths' life is why it is so important for the Military to present a positive image, consistent with values and future goals the entire nation can embrace and not just the youth they are trying to recruit.

5.5 Average score given to mothers when youth are asked how much influence a person has over their decisions. Significantly higher than any other person in their lives.

When deciding whether or not to recommend the Military, non-parents place the highest level of importance on the opinions of veterans in the youth's family, followed closely by the youth's parents and immediate family, and non-family veterans. Parents are not as influenced by other people when making their decision. On average, they regard the opinions of immediate family and veterans in the family as important and tend to leave all other influencers out.

Communication, Support, and Influence(continued)

(continued)

Support

Influencers are asked to report on a 7-point scale how supportive other key influencers would be of their recommending the Military. Results show that influencers feel that support for recommending the Military has been consistently dropping over the course of the last two years among parent and non-parent influencers both. Overall, only 42% of parents and 53% of non-parents feel that others would be supportive in any

way of their decision to recommend the Military. Non-parents feel they would receive more support from other influencers, but when compared to results found in May 2004 both parents and non-parents perceive the support from veterans, guidance counselors, teachers, and extended family to have significantly decreased. Parents also feel that immediate family and other parents would be significantly less likely to support their decision to recommend.

Parents
Influence vs. Support

Non-Parents
Influence vs. Support
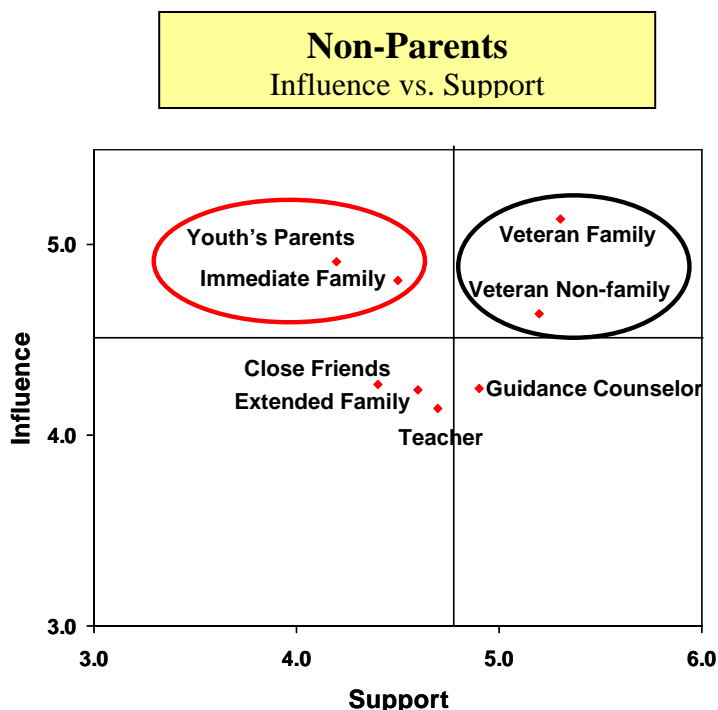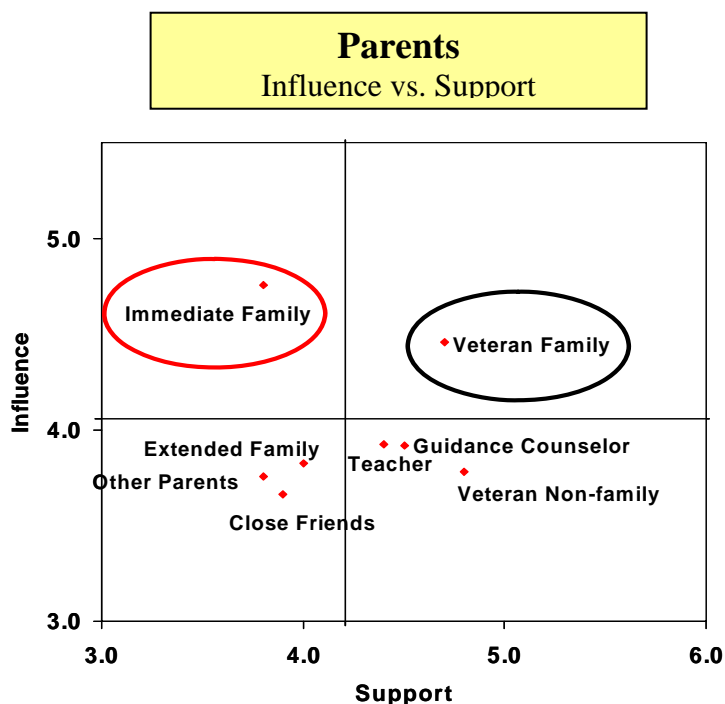
Parents perceive family and close friends to be unsupportive of recommending the Military, but only the immediate family has a strong influence over their decisions.

As conventionally thought, family members who are serving or have served in the Military can play an important positive role in a parents' decision to recommend.

Non-parents indicated that a youth's parents and their immediate family members would be unsupportive of recommending the Military and have a strong influence over their decision to recommend.

Non-parents reported that veterans and those serving in the Military would provide a strong positive influence in support of recommending the Military.

Efficacy

Efficacy and Recommending

Efficacy is a measure of how confident a person feels that they could successfully perform a behavior. In this instance, parents are asked how well they feel their child could do in tasks routinely performed in the Military. As illustrated in the figure below, parents that do feel that their child could successfully perform the tasks asked of them are significantly more likely to recommend the Military. It is important to note that less than half of parents think their child could fight in a war.

Child Efficacy Declining

The results show that a growing number of parents feel that their child cannot perform many of the tasks necessary to be successful in the Military. For each of the efficacy items included in the May 2004 Influencer Poll, parent efficacy has fallen. Specifically, parents are now more likely to say their child definitely or probably could not: Succeed in a highly structured environment (increased from 11% to 16%), successfully complete boot camp (24% to 29%), leave family and friends (24% to 32%) or fight in a war (44% to 53%).

Child Efficacy

Bar chart showing percentages of "Likely to Recommend" (dark blue) versus "Not Likely to Recommend" (red):
- Qualify for job: 82% / 58%
- Succeed in a highly structured environment: 77% / 63%
- Clear medical: 76% / 57%
- Successfully complete boot camp: 74% / 45%
- Leave family/friends for extended period of time: 66% / 38%
- Fight in a war: 44% / 21%

Legend: ■ Likely to Recommend ■ Not Likely to Recommend
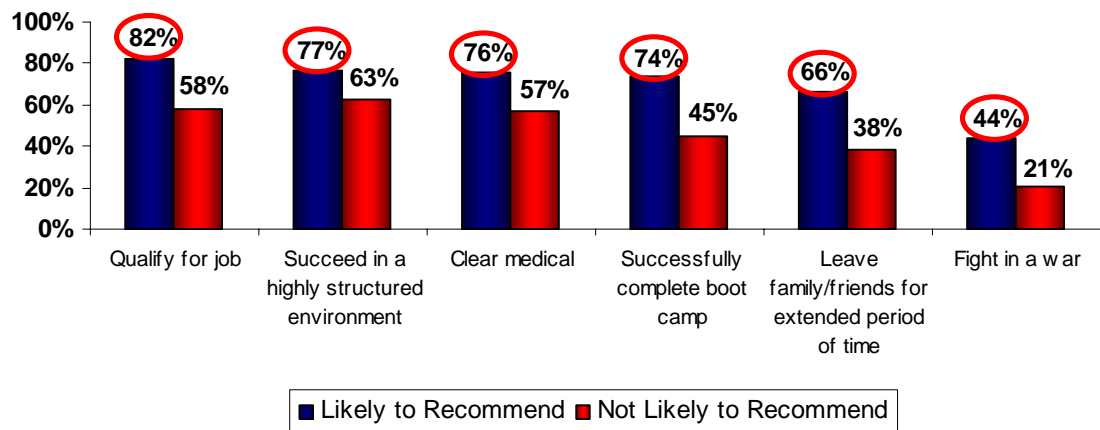
Conclusions and Recommendations

Conclusions and Recommendations

The December 2005 Influencer Poll found that influencers today are less favorable toward the Military and all of the individual Services than they were just six months ago. Despite a significant decrease, the Air Force is still viewed the most favorably and the Army the least. By race/ethnicity Black favorability has dropped 5 points to 61% favorability, while White and Hispanic favorability has remained similar to what was seen six months ago.

Support for continued Military action in Iraq is waning among the adult population, with many questioning the United States' intervention there. The War on Terrorism continues to have a negative impact on likelihood to recommend, particularly among Black influencers three quarters of whom reported that the war makes them less likely to recommend. Faith in the Bush Administration's handling of foreign affairs and their use of U.S. Military forces has also diminished amidst concerns involved with the war.

Concerns about the future of the economy are important to the Military discussion. Only 28% of influencers feel that the economy will be better in four years. This has not affected the belief that job prospects for high school graduates in their community now are relatively positive.

Efforts by the Military to improve the competitive position of military pay seem to be having a positive effect. In the last six months there was significant increase in the number of influencers who believed that individuals would have the ability to earn as much money in the Military as they could in the civilian sector.

Altogether, influencers continue to feel that further schooling of some type after high school is the most viable option. The proportion of influencers who mentioned a job after high school has significantly decreased, but unfortunately so has joining the Military. With the rising costs of a college education, the generous range of scholarships as well as on the job training are still important benefits, but have lost some impact with the rising perception of danger and decreased family time that comes with joining the Military.

Since last asked in May 2004, there has been a significant increase in the number of parents who rarely or never talk to their children about enlistment. Mothers and Hispanic influencers were more likely to discuss enlistment than their counterparts, but they were also more likely to be negative when discussing it. Thirty-one percent of the American population said they would actively discourage enlistment if someone they cared about asked them for their opinion.[xi]

Influencers have become significantly less likely to believe that the people who influence their decisions would be supportive of their decision to recommend the Military to a youth they know. Veterans and immediate family of the youth have the most impact on an influencer's decision-making process, but influencers reported a significant decrease in support for recommending from the two groups. This perceived lack of support for recommending the Military could have serious implications in the future if it continues to grow.

Each one of these findings alone could be cause for concern, but when taken together they have the potential to predict some serious problems in future recruiting efforts. Parents, teachers, immediate family, and other influencers have a large impact on a

Conclusions and Recommendations

(continued)

youth's decision to enlist, making managing their opinions an important consideration when thinking of ways to increase propensity.

The Military offers a wide array of benefits and programs designed to boost propensity, increase the effectiveness of enlistees, and make soldiers feel secure and happy in their decision to join. The first step in increasing likelihood to recommend is to increase the knowledge influencers have of these benefits and programs. With the number of jobs that require education and training beyond the high school level increasing, the work experience and training the Military can offer in a large variety of different fields make it an ideal place for many youth to begin a career. As a Bachelor's degree quickly becomes the minimum standard when hiring professionally, emphasis needs to be placed on the Military's GI Bill which allows youth to earn money for college.

Influencers are concerned not only with youth's future career options, but also with the type of person they will become. The single most important aspect to both parent and non-parent influencers when a youth is making decisions about the future was the youths' ability to do something they can be proud of. The Military has always been strongly associated with the development of self-disciplined, mature adults. This strength needs to be emphasized in a way that portrays the Military as a place to grow not only physically and mentally, but morally. Influencers, and parents especially need to be constantly reminded that the Military does not only create good soldiers, but good human beings as well.

Finally, the most important aspects for influencers when deciding whether or not to

recommend the Military regards the personal well being of the youth in question. In times of war the Military is often seen as a dangerous place filled with hardship and sacrifice. The Military must demonstrate that it can provide a safe, secure environment that is both family-friendly and attractive to the youth. Creating positive associations between the Military and the overall well-being of youth will increase the likelihood of influencers to recommend the Military. The Military should emphasize things like the generous housing allowance, health care benefits, good pay, the importance of family to the Military, and other things the Military can offer that correspond to a happy, healthy life. Reinforcing the fact that the Military is a good place to work and provides a good life could help offset the inherent fears that come along with joining the Military.

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[i] Harper, Jennifer (June 14, 2006). *Bad News Rife in Military Coverage*. Washington Times, pg. 3
[ii] Kelly, Jack (August 11, 2005*). Parent-trap snares recruiters.* Pittsburg Post-Gazette *www.post-gazette.com/pg/05223/552161.stm*

[iii] Cave, Damien (June 3, 2005). *Growing Problems for Military Recruiters:Parents.* New York Times
[iv] For more detailed or descriptive information regarding current trends, please refer to datasets, toplines, and reports provided for this effort available through the www.jamrs.org
[v] Gallup Poll, December 2005
[vi] Gallup Poll, April 2006
[vii] Gallup Poll, March 10-12
[viii] Gallup Poll, March 1, 2006
[ix] Gallup Poll, November 2005
[x] Gallup Poll Aug 28-30, 2005
[xi] Quorum, Dec 2005

OVERVIEW REPORT

The focus of Section Three is on the use of poll results to improve our understanding of influencers' recommendations regarding military service through the application of a prominant theory of behavior.

Section 3

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Introduction: Drivers of Intention to Recommend

Influencer likelihood to recommend military service is driven by a variety of factors. In the previous chapters, we examined the relationship between likelihood to recommend and general attitudes toward the military, economic conditions, and current events. In this chapter we use existing theories of behavior to build a framework for predicting intent to recommend military service to a youth. Researchers have developed and continue to develop behavioral theories that can not only predict whether or not people will engage in certain behaviors, but also shed light on what drives behavior and how those drivers can be manipulated or influenced.

To predict an influencer's likelihood to recommend military service to youth, we must first identify what differentiates influencers who are likely to recommend from those who are not. A growing body of evidence suggests that variations in behavioral intentions (or likelihood to recommend in this case) can be explained, in large part, by knowing something about a person's attitudes, self-efficacy, and subjective norms.

This type of information is obtained by focusing on three general questions:

1. How does the person evaluate outcomes associated with performing the behavior?

2. How confident is the person that he or she could successfully perform the behavior?
3. Does the person feel social pressure to perform or not perform the behavior?

In the case of likelihood to recommend, the *Theory of Reasoned Action* suggests that influencers who hold favorable attitudes toward the outcomes associated with recommending military service and believe that others would be supportive of their decision to recommend military service will be more likely to recommend service than will other influencers. With regard to the confidence an individual has in his or her ability to perform a behavior, it is hypothesized that parents' perception of their child's ability to succeed in the Military would be more important than their ability to recommend. Therefore, the former concept was used in the current research.

In the past, this theoretical approach has been successfully applied to practical problems, such as predicting re-enlistment among Army Guardsmen[i] and influencing undecided majors to consider a career in nursing.[ii] More recently, the National Academy of Science's Committee on the Youth Population and Military Recruitment endorsed this type of approach to guide market research in the military recruiting domain.[iii]

Evaluation of the Theoretical Model

The first step in evaluating predictors of behavioral intention is to test an overall model including global predictors of attitudes, self-efficacy, and subjective norms. Testing the overall model gives us information about the relative impact of these predictors. If the data fit the model, this provides evidence to justify examining more specific attitudes, efficacy perceptions, and normative beliefs, and their relationships with likelihood to recommend.

Below is the general form of the model introduced in Section 1.
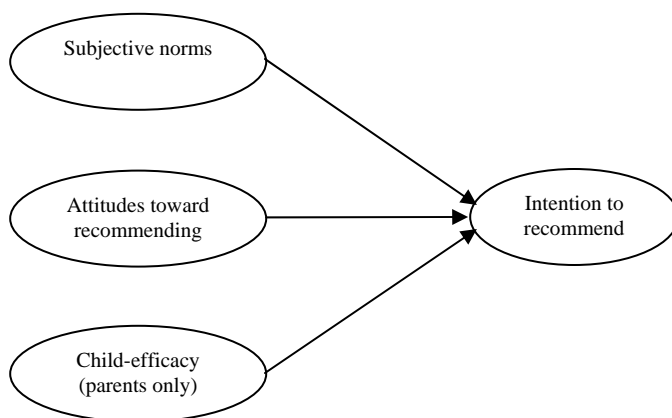
The figures on the next pages present the relationships between each of the predictors in the above model and likelihood to recommend for the subgroups of interest. The values associated with each predictor range from -1 to +1, with larger values indicating stronger relationships. For example, for parents, there was a fairly strong relationship between attitudes and likelihood to recommend (coefficient = .45). Relations between military child-efficacy and likelihood to recommend (coefficient = .14) and between subjective norms and likelihood (coefficient = .18) were weaker.

R square (R^2) values for likelihood to recommend reveal the percent of variance in likelihood to recommend accounted for by all three predictors. This provides an estimate of how well the predictors included in the model explain influencers' likelihood to recommend. For example, 32% of the variance in likelihood to recommend among parents can be explained by parents' attitudes, child-efficacy, and normative beliefs. We would have to look at other predictors such as economic indicators to help explain the remaining 68% of the variance in parents' likelihood to recommend.

Evaluation of the Theoretical Model

Overall, the results indicate that the model did not provide a good fit for the observed data (Appendix D). It is important to note that attitudes was a much better predictor of likelihood to recommend than subjective norms and child-efficacy.
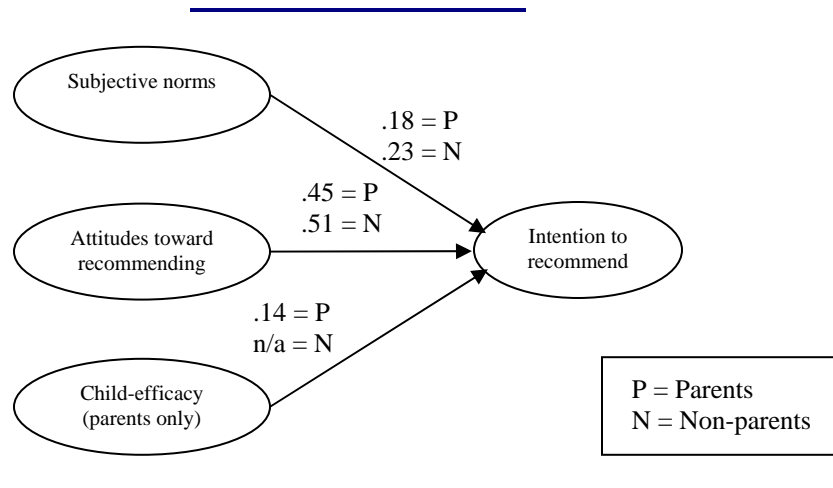
Because the first model showed that the paths from norms and child-efficacy to intention were much weaker than the attitudes-intention relation, the associations between variables were more closely examined.

Close examination of influencer ratings on subjective norms revealed that the bivariate relationship between subjective norms and likelihood to recommend was significant for both non-parents ($r = .58$, $p < .01$) and parents ($r = .53$, $p < .01$). However, the correlation between subjective norms and attitudes was even higher for both parents ($r = .68$, $p < .01$) and non-parent influencers ($r = .70$, $p < .01$).

Similarly, for parents, child-efficacy was more strongly related to attitudes ($r = .39$, $p < .01$) than to intention ($r = .37$, $p < .01$). This suggests that subjective norms and child-efficacy are likely to play a greater role in forming and influencing attitudes that directly influence intentions. Using this information as a guide, we tested an alternative model in which both subjective norms and child-efficacy, rather than having direct effects on an influencer's likelihood to recommend, have mediated effects on likelihood to recommend through attitudes.

Evaluation of the Theoretical Model

(continued)

The revised model – shown in the figure below – provided a substantially better fit with the data than did the original model (Appendix D). This suggests that subjective norms and child efficacy are predictors of attitudes toward the Military and those attitudes, in turn, predict likelihood to recommend. In summary, these results indicate that attitudes are of primary importance in the prediction of recommending the Military. Further, attitudes appear to be significantly influenced by subjective norms and child-efficacy. Therefore, norms and child-efficacy are also important as they are both directly related to attitudes. Having found evidence for a model with good fit, the next step is evaluating each of the *Theory of Reasoned Action* predictors in turn.

```
           ┌─────────────────┐
           │ Subjective norms│
           └─────────────────┘
                    │
     .63 = P        │
     .68 = N        ▼
           ┌─────────────────┐   .63 = P   ┌──────────────┐
           │ Attitudes toward│   .71 = N   │ Intention to │
           │  recommending   │─────────────│  recommend   │
           └─────────────────┘             └──────────────┘
                    ▲
     .18 = P        │
     n/a = N        │
           ┌─────────────────┐       ┌──────────────────────┐
           │  Child-efficacy │       │ P = Parents          │
           │  (parents only) │       │ N = Non-parents      │
           └─────────────────┘       └──────────────────────┘
```
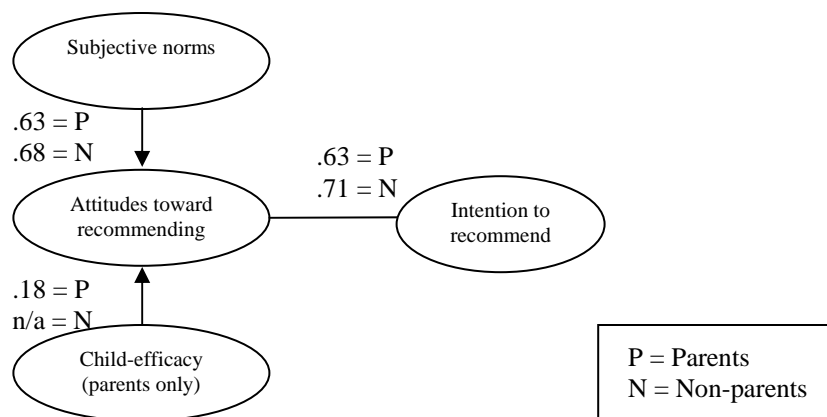
Attitudes

How does the person evaluate outcomes associated with performing the behavior?

The Influencer Poll assessed attitudes by measuring influencers' responses to questions about job attributes such as training in new technology, opportunity to travel, and good pay. Prior to this survey, a pilot study was conducted to identify job attributes that influencers consider when making recommendations to youth about post-high school options.[iv] On the survey, for each of the 14 job attributes, influencers were asked:

(1) How important is it to you that the choice of your students/the youth/your child makes helps them to…? [Importance ratings]

(2) How likely is it that joining the U.S. Military will help the youth you know/your student/your child to …? [Association ratings]

These ratings provided information on the extent to which influencers valued each job attribute (Question 1) and the extent to which influencers expected each job attribute to materialize if youth joined the military (Question 2). Based on the overall results described above, likelihood to recommend was highest among influencers who held more positive attitudes about military service.

Information about influencers' attitudes can assist military recruiters by helping to (a) guide recruiting efforts aimed at locating and targeting influencers who are likely to recommend, or (b) guide message-creation that targets the critical associations between the Military and job attributes that have the strongest effect on recommendations.

Attitudes

(continued)

Attitude Factors

In order to work with more stable, reliable influencer attitudes, we grouped the 14 job attributes into three attitude factors. We used rational and empirical factor-analytic methods to create the factors and also checked to ensure they were consistent with past research. The three attitude factors are presented in the table below along with a measure of inter-item reliability: coefficient alpha. This measure provides empirical support for grouping the items into these three factors. Coefficient alpha values exceeding .90 are indicative of internally consistent scales.

Attitude Factor Structure[v]

Factor	Attitude	Job Attributes	Coefficient Alpha (Parents)
1	**Well-being**	Be in contact with family and friends, be in an environment free from danger, have a lifestyle that is attractive to them, have a good paying job, have an exciting job	0.91
2	**Skill development**	Develop self-discipline, learn a valuable trade/skill, train in new technology, earn money for college	0.91
3	**Patriotic adventure**	Have the opportunity to travel, experience adventure, do something for the country, do something they are proud of, have a physically active job	0.92

We looked at the relationships between:

(a) Importance ratings and likelihood to recommend
(b) Association ratings and likelihood to recommend

The following discussion focuses primarily on the association ratings. Additional results are presented in Appendix D.

Attitudes: Well-Being

Well-being reflects both the physical and emotional wellness of a person. Well-being attitudes are influenced by situational aspects of military life, such as being far away from family and friends and working in a dangerous environment. Additionally, an individual component captures how well influencers think youth would fit with the military lifestyle in terms of, for example, a job that makes them happy and allows them to do something they can be proud of.

The Influencer Poll revealed that association ratings for well-being and the Military had the strongest relationship to likelihood to recommend ($r = .45$, $p < .01$) of all the attitude factors. In fact, the well-being factor explained about as much variance in likelihood to recommend as all three factors together (Appendix D). The strong relation between well-being and likelihood to recommend held across parents ($r = .44$, $p <$ .01), and non-parents ($r = .45$, $p < .01$), although ratings made by non-parents were generally higher. Overall, these results suggest that influencers who associate well-being with the Military are more likely to recommend it than those who do not make this association.

Unfortunately, poll results also indicated influencers were not making strong associations between the Military and aspects of well-being. On a 7-point scale, the mean association ratings ranged from 3.6 to 5.4 among parents and non-parents, whereas ratings for skill development and patriotic adventure ranged from 5.4 to 6.1 and 5.3 to 6.0, respectively. For both groups, the weakest well-being associations were made between the Military and being in an environment free from harm or danger. U.S. Military engagements in the world are partly responsible for these weak associations.

Mean Association Ratings for Well-Being Factor by Influencer Type

Well-Being Item	Parents	Non-Parents
Be in contact with family and friends	4.4	4.9
Be in an environment free from harm or danger	3.6	3.9
Have a lifestyle that is attractive	4.5	5.1
Have a good paying job	4.9	5.2
Have a job that is exciting	5.1	5.4

In addition, the importance of each attitude factor was positively related to likelihood to recommend (Appendix D). The more important well-being was to an influencer, the more likely he or she was to recommend military service. However, the correlation was weak ($r = .13$, $p < .01$). It is also interesting to note that across the well-being items, importance was rated higher by parents than non-parents.

Overall, these findings highlight the critical role of well-being in influencers' decision to recommend the Military. Results indicate that if the Military shows it is possible for a youth to have a happy, attractive life in the Military, then influencers would be more likely to recommend. Getting influencers to create such positive associations between the Military and well-being may require multiple and creative approaches.

Attitudes: Well-Being

(continued)

Changing the way influencers think about well-being and the Military is a challenging goal. These types of perceptions tend to be tied to strongly held beliefs or values and are sometimes driven by fear. We recommend military recruiters make it a priority to develop a better understanding of well-being (e.g., "what does it mean to have a lifestyle that fits with the Military?"), so that influence strategies directed at influencers' specific concerns can be developed.

Attitudes: Skill Development

The Military provides experiences to youth that can help them become successful in the future, whether or not they choose to make military service a career. Skill-development attitudes capture the extent to which influencers believe that the Military provides opportunities to learn valuable skills and gain practical experience.

Influencer Poll analyses showed that skill development was also a strong predictor of likelihood to recommend ($r = .37$, $p < .01$). This means that influencers who associate skill development with the Military are more likely to recommend the Military to a youth than those who do not. The relationship was similar for parents ($r = .34$, $p < .01$) and non-parents ($r = .37$, $p < .01$).

The table below shows that influencers associated skill development with the military relatively strongly. On a 7-point scale, the mean association ratings ranged from 5.4 to 6.1 for parents and non-parents. Association ratings were higher for non-parents than parents, but differences were generally small.

Mean Association Ratings for Skill Development Factor by Influencer Type

Skill Development Item	Parents	Non-Parents
Develop self-discipline	5.8	6.1
Learn a valuable trade or skill	5.4	5.9
Train in cutting edge technology	5.4	5.8
Earn money for college	5.5	5.8

In addition, the more important skill development was to an influencer, the more likely he or she was to recommend military service (Appendix D). The correlation of skill development importance and recommending was somewhat weak ($r = .26$, $p < .01$), but stronger than that between well-being importance and recommending ($r = .13$, $p < .01$). There were no differences between parents and non-parents on importance of skill development except that non-parents assigned greater importance to earning money for college than parents did.

Attitudes: Patriotic Adventure

Patriotic adventure relates to the "heroic" aspects of military service, such as experiencing adventure, traveling all over the world, and making a difference in the lives of others. It captures civic duties that evoke a sense of pride and honor. It also includes a physical challenge component closely related to experiencing adventure.

Across influencers, patriotic adventure was a moderate predictor of propensity ($r = .35$, $p < .01$). Influencers who associated patriotic adventure with the Military were more likely to recommend the Military than those who did not. This relationship was stronger for non-parents ($r = .37$, $p < .01$) than parents (r = .33, $p < .01$).

Job attributes associated with patriotic adventure have been traditionally viewed as a trademark of military service. The association ratings presented in the table below show that influencers generally associate patriotic adventure with the Military. On a 7-point scale, the mean association ratings ranged from 5.3 to 6.0. Once again, non-parents associated these outcomes with the Military more strongly than parents did. Continuing to reinforce these associations would likely have a positive effect on propensity, especially among non-parents.

Mean Association Ratings for Patriotic Adventure Factor by Influencer Type

Patriotic Adventure Item	Parents	Non-Parents
Have the opportunity to travel	5.6	5.9
Experience adventure	5.3	5.6
Do something for your country	5.8	6.0
Do something you can be proud of	5.6	5.9
Have a physically active job	5.6	5.8

As with the other attitude factors, the more important patriotic adventure was to an influencer, the more likely he or she was to recommend military service (Appendix D). The correlation of patriotic adventure importance and recommending was somewhat weak ($r = .36$, $p < .01$) but stronger than the correlations for well-being or skill development importance. There were no differences between parents and non-parents on patriotic adventure importance except that non-parents assigned slightly greater importance to doing something for your country than parents did.

Summary of Attitude Factor Findings

Association ratings for well-being were the strongest attitudinal predictor of propensity. However, influencers did not strongly associate well-being with the Military. These results suggest that the largest gains in likelihood to recommend may be achieved by strengthening the associations influencers make between well-being and the Military. It is important to note that skill development and patriotic adventure were also positively related to likelihood to recommend, and associations of these attitudes with the Military are already high.

Importance ratings indicated that the importance of all three specific attitudes were positively related to likelihood to recommend. However, these correlations were generally weaker than the correlations for association ratings.

Overall, results support that well-being is the specific attitude most strongly related to likelihood to recommend and that it is in need of strengthening. Recruiting could be enhanced by targeting certain groups, such as those who influence youth in athletic activities, travel abroad programs, or civics groups. In particular, these influencers should receive messages developed to create a strong association between different aspects of well-being (e.g., having an attractive lifestyle) and the Military.

Child-Efficacy

How confident is the parent that his or her child could succeed in the military?

Control-related beliefs, such as perceptions of efficacy, have been studied extensively. Research has shown that expectations of personal success and mastery are strong predictors of whether or not someone will engage in a particular behavior.[v] In general, we tend to gravitate toward those tasks we are good at, and to avoid tasks we think we would perform poorly.

In the Youth Poll, conducted simultaneously with the Influencer Poll, youth responded to six items measuring military-specific self-efficacy. For purposes of comparison (to be covered in a separate document), parents responded to these items in the December 2005 Influencer Poll. This child-efficacy measure was expected to fill a similar role

for parents regarding making recommendations to their children. These items were grouped in a single measure (coefficient alpha = .86). Independent of other predictors, the results indicated that child-efficacy was a predictor of parents' likelihood to recommend ($r = .37$, $p < .01$).

Mean ratings on the child-efficacy items varied across mothers and fathers. On a 5-point scale, the mean ratings ranged from 2.3 to 3.9. Generally, mothers reported lower child-efficacy, which may be one reason that likelihood to recommend is lower among mothers than fathers. In addition, parents of daughters generally reported lower child-efficacy than did parents of sons (see tables below).

Mean Ratings of Child-Efficacy by Gender of Parent

Child-Efficacy Item	Male	Female
Successfully complete boot camp	3.6	3.2
Leave family/friends for extended period of time	3.3	3.1
Fight in a war	2.8	2.3
Succeed in a highly structured environment	3.8	3.8
Qualify job	3.9	3.6
Clear medical	3.8	3.5

Mean Ratings of Child-Efficacy by Gender of Child

Child-Efficacy Item	Male	Female
Successfully complete boot camp	3.5	3.1
Leave family/friends for extended period of time	3.4	3.0
Fight in a war	2.9	2.1
Succeed in a highly structured environment	3.8	3.8
Qualify job	3.8	3.6
Clear medical	3.8	3.4

Child-Efficacy

(continued)

However, as already discussed, the impact of child-efficacy was better explained through its effect on attitudes rather than through its direct effect on likelihood to recommend.

Different types of interventions have been used to boost self-efficacy or create a sense of control in a given situation. Established ways to influence self-efficacy include verbal persuasion or reinforcement, vicarious experiences in which appropriate behaviors are modeled, and prior accomplishments of a similar nature.[vi]: Understanding the drivers of parents' child-efficacy beliefs is important to influencing the intention to recommend, as child-efficacy is strongly and positively associated with likelihood of recommending via its link with attitudes.

Subjective Norms

> **Does the person feel social pressure to perform or not perform the behavior?**

Social pressures were measured by asking influencers about others who influence decisions they make, including immediate family, extended family, close friends, veterans, educators, church members, and the child's or other children's parents.

The revised model posits that social pressures to recommend or not recommend military service to youth affect influencers' attitudes toward the Military, which in turn affect their likelihood to recommend it. Influencers typically do not have a great deal of exposure to the Military, so it makes sense that their attitudes toward the Military could be shaped by other influential people in their lives.

To understand better the social pressures influencers face, we looked at their ratings on subjective norms. Influencers were asked to report on a 7-point scale how supportive different people would be if they were to recommend the military to their child/their student/a youth. Mean ratings for both groups are presented in the table below.

Mean Ratings for Social Support Items by Influencer Type

Social Support Item	Parents	Non-Parents
Youth's parents	N/A	4.2
Other parents	3.8	N/A
Guidance counselor	4.5	4.9
Immediate family	3.8	4.5
Veteran: family member	4.7	5.3
Veteran: non-family	4.8	5.2
Extended family	4.0	4.6
Close friends	3.9	4.4
Teachers	4.4	4.7

Mean ratings on social support for parents were considerably lower than ratings for non-parents. Parents did not believe as strongly as non-parents that people would be supportive of their decision to recommend the Military. This has important implications for recommending behavior because parents' attitudes toward the Military are significantly shaped by other influencers.

In sum, these findings suggest that subjective norms may influence likelihood to recommend in a way that is different from what we would expect, given past research. That is, these results indicated that instead of influencing likelihood to recommend directly, these norms impact intentions indirectly through their effect on attitudes. Although it is unclear whether the effect is direct or indirect, the general importance of norms has been consistently supported. Our results suggest the Military would benefit from continued work with key influencers of youth with an emphasis on those who affect parents' attitudes about military service.

Summary

In conclusion, these findings support the idea that influencer attitudes, subjective norms, and child-efficacy are meaningful predictors of likelihood to recommend military service. Overall, results supported that attitudes are the primary driver of influencers' likelihood to recommend. Specifically, associations between well-being and military service were a strong predictor of likelihood to recommend. These findings suggest that for both parent and non-parent influencers, influencing attitudes related to well-being will have the strongest positive effect on likelihood to recommend. Therefore, attitude change efforts may be focused on specific aspects of well-being associations, including having an attractive lifestyle, having a good paying job, and having a job that is exciting. Skill development and patriotic adventure associations were also positively related to likelihood to recommend; thus, persuasion efforts could incorporate these factors (e.g., train in new technology, have a job you can be proud of) to increase the breadth of attitudes addressed in marketing messages.

Although the nature of the predictive relationship is unclear, there is consistent evidence that norms and child-efficacy are significantly related to likelihood to recommend. So, attempts to increase influencers' likelihood to recommend could be enhanced by addressing the impact of influencers' peers and beliefs regarding youths' ability to perform well in the Military. Altogether, results supported the role of *Theory of Reasoned Action* predictors of intention and highlighted the factors with the strongest relations with influencers' likelihood to recommend.

[i] Hom, P.W. & Hulin, C.L. (1981). A Competitive test of the prediction of reenlistment by several models. *Journal of Applied Psychology*, 66(1), 23-29.

[ii] Strader, M.K. & Katz, B.M. (1990). Effects of Persuasive communication on beliefs, attitudes, and career choice. *Journal of Social Psychology,* 130(2), 141-150.

[iii] National Research Council (2003). *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment*. Committee on the Youth Population and Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Press.

[iv] A detailed review of the pilot study conducted to identify the job attributes can be found in Appendix B of the Influencer Poll 1 final report.

[v] Lenz, E.R. & Shortridge-Baggett, L.M. (2002). *Self-efficacy in nursing: Research and measurement perspectives*. New York: Springer Publishing Company.

[vi] Bandura, A. (1997). Self-efficacy: The exercise of control. New York: W.H. Freeman.

Appendix A

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Likelihood to Recommend the Military

JAMRS

TABLE 1-1.   Influencer Likelihood to Recommend the Military: 2003 – 2005[1]

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	16.6	31.4	11.8	23.6	16.2
Influencer Poll 2 (May 04)	14.5	24.1	11.1	25.7	24.1
Influencer Poll 3 (Nov 04)	12.2	22.6	9.9	27.5	27.1
Influencer Poll 4 (Jun 05)	15.4	23.2	9.4	23.0	25.7
Influencer Poll 5 (Dec 05)	14.8	22.3	8.6	20.7	30.8

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	20.1	34.4	10.7	20.9	13.7
Influencer Poll 2 (May 04)	17.9	26.2	10.1	25.8	19.5
Influencer Poll 3 (Nov 04)	14.3	25.5	11.0	26.1	22.2
Influencer Poll 4 (Jun 05)	18.8	27.5	9.3	22.0	19.6
Influencer Poll 5 (Dec 05)	19.1	25.7	7.5	20.0	24.6

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	14.1	29.3	12.6	25.5	18.0
Influencer Poll 2 (May 04)	12.7	23.0	11.7	25.7	26.6
Influencer Poll 3 (Nov 04)	11.1	21.1	9.3	28.2	29.4
Influencer Poll 4 (Jun 05)	13.1	20.3	9.5	23.6	29.7
Influencer Poll 5 (Dec 05)	12.4	20.4	9.2	21.0	34.2

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[1] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Questions ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

TABLE 1-2.   **Influencer Likelihood to Recommend the Military: 2003 – 2005[2]**

Male and Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	42.3	55.7
Influencer Poll 2 (May 04)	30.7	47.3
Influencer Poll 3 (Nov 04)	25.3	41.9
Influencer Poll 4 (Jun 05)	29.1	47.3
Influencer Poll 5 (Dec 05)	29.3	43.6

Male	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	46.2	65.3
Influencer Poll 2 (May 04)	30.7	56.7
Influencer Poll 3 (Nov 04)	27.5	47.7
Influencer Poll 4 (Jun 05)	36.0	56.7
Influencer Poll 5 (Dec 05)	36.4	52.3

Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	39.7	48.7
Influencer Poll 2 (May 04)	30.7	41.5
Influencer Poll 3 (Nov 04)	24.4	38.8
Influencer Poll 4 (Jun 05)	24.1	41.5
Influencer Poll 5 (Dec 05)	25.4	39.1

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[2] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-3.   **Influencer Likelihood to Recommend the Military: 2003 – 2005[3]**

Male and Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	34.1	28.1
Influencer Poll 3 (Nov 04)	31.5	18.4
Influencer Poll 4 (Jun 05)	34.4	23.3
Influencer Poll 5 (Dec 05)	33.2	25.0

Male	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.2	‡
Influencer Poll 3 (Nov 04)	34.2	‡
Influencer Poll 4 (Jun 05)	42.9	26.4
Influencer Poll 5 (Dec 05)	40.8	‡

Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.8	31.1
Influencer Poll 3 (Nov 04)	30.2	18.1
Influencer Poll 4 (Jun 05)	27.1	21.4
Influencer Poll 5 (Dec 05)	28.3	22.6

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[3] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-4.   Influencer Likelihood to Recommend the Military: 2003 – 2005[4]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	56.8	47.6	44.3	41.0
Influencer Poll 2 (May 04)	40.3	42.1	35.3	34.8
Influencer Poll 3 (Nov 04)	42.2	37.3	31.4	26.4
Influencer Poll 4 (Jun 05)	40.5	41.0	35.5	35.0
Influencer Poll 5 (Dec 05)	41.9	35.9	34.6	31.8

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	61.0	57.2	50.9	45.1
Influencer Poll 2 (May 04)	‡	49.6	45.3	37.6
Influencer Poll 3 (Nov 04)	50.0	44.1	35.0	29.3
Influencer Poll 4 (Jun 05)	48.0	52.9	43.0	‡
Influencer Poll 5 (Dec 05)	56.8	43.8	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	53.3	42.0	40.1	37.5
Influencer Poll 2 (May 04)	39.4	38.6	29.0	32.5
Influencer Poll 3 (Nov 04)	38.4	34.3	29.6	24.7
Influencer Poll 4 (Jun 05)	35.9	33.9	29.7	31.4
Influencer Poll 5 (Dec 05)	34.8	32.1	33.6	29.2

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[4] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-5.   **Influencer Likelihood to Recommend the Military: 2003 – 2005[5]**

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	55.0	43.4	49.4
Influencer Poll 2 (May 04)	44.4	34.6	40.4
Influencer Poll 3 (Nov 04)	39.1	30.1	37.3
Influencer Poll 4 (Jun 05)	42.6	34.8	40.5
Influencer Poll 5 (Dec 05)	39.4	32.4	40.2

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	64.8	49.1	54.9
Influencer Poll 2 (May 04)	57.4	40.1	39.7
Influencer Poll 3 (Nov 04)	41.2	34.9	43.1
Influencer Poll 4 (Jun 05)	‡	43.5	45.6
Influencer Poll 5 (Dec 05)	‡	37.4	48.2

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	48.9	39.8	44.7
Influencer Poll 2 (May 04)	36.5	32.0	40.8
Influencer Poll 3 (Nov 04)	38.0	28.4	33.5
Influencer Poll 4 (Jun 05)	33.3	29.6	36.9
Influencer Poll 5 (Dec 05)	32.5	29.7	35.9

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[5] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-6.   **Influencer Likelihood to Recommend the Military: 2003 – 2005[6]**

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	53.1	52.8	49.4	40.7
Influencer Poll 2 (May 04)	37.1	46.3	37.5	35.2
Influencer Poll 3 (Nov 04)	39.5	39.5	35.5	27.7
Influencer Poll 4 (Jun 05)	42.6	43.8	40.0	34.0
Influencer Poll 5 (Dec 05)	41.8	42.8	37.3	25.4

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	56.2	47.8
Influencer Poll 2 (May 04)	‡	‡	44.6	40.9
Influencer Poll 3 (Nov 04)	‡	‡	41.5	33.5
Influencer Poll 4 (Jun 05)	‡	‡	50.0	38.3
Influencer Poll 5 (Dec 05)	‡	‡	46.3	33.6

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	47.2	44.1	33.5
Influencer Poll 2 (May 04)	35.7	43.0	33.2	30.5
Influencer Poll 3 (Nov 04)	37.5	36.9	32.5	23.8
Influencer Poll 4 (Jun 05)	40.1	36.1	32.5	29.6
Influencer Poll 5 (Dec 05)	39.7	36.0	31.1	18.4

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[6] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4–Year College

JAMRS

TABLE 2-1.   Influencer Likelihood to Recommend 4-Year College: 2003 – 2005[7]

Male and Female	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	67.0	25.7	2.7	2.8	1.5
Influencer Poll 2 (May 04)	66.0	25.3	1.9	4.4	2.2
Influencer Poll 3 (Nov 04)	67.5	24.6	1.5	3.4	2.8
Influencer Poll 4 (Jun 05)	71.6	20.3	1.8	3.5	1.8
Influencer Poll 5 (Dec 05)	71.3	20.4	1.9	3.7	2.0

Male	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	63.1	28.9	2.9	3.1	1.8
Influencer Poll 2 (May 04)	62.8	26.9	2.2	5.8	1.6
Influencer Poll 3 (Nov 04)	65.7	26.7	1.6	2.9	2.7
Influencer Poll 4 (Jun 05)	72.1	19.2	2.6	3.4	1.8
Influencer Poll 5 (Dec 05)	71.6	20.0	2.2	3.5	1.8

Female	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	69.6	23.4	2.6	2..6	1.4
Influencer Poll 2 (May 04)	67.8	24.3	1.7	3.6	2.5
Influencer Poll 3 (Nov 04)	68.4	23.5	1.4	3.6	2.8
Influencer Poll 4 (Jun 05)	71.3	21.0	1.3	3.6	1.8
Influencer Poll 5 (Dec 05)	71.1	20.5	1.8	3.9	2.1

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[7] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4–Year College

JAMRS

TABLE 2-2.   Influencer Likelihood to Recommend 4-Year College: 2003 – 2005[8]

Male and Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	92.3	93.1
Influencer Poll 2 (May 04)	89.7	93.0
Influencer Poll 3 (Nov 04)	90.4	93.3
Influencer Poll 4 (Jun 05)	89.6	94.1
Influencer Poll 5 (Dec 05)	89.2	93.8

Male	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	91.7	92.3
Influencer Poll 2 (May 04)	88.4	90.9
Influencer Poll 3 (Nov 04)	94.5	91.0
Influencer Poll 4 (Jun 05)	89.3	93.3
Influencer Poll 5 (Dec 05)	89.3	93.8

Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	92.7	93.7
Influencer Poll 2 (May 04)	90.4	94.3
Influencer Poll 3 (Nov 04)	88.6	94.6
Influencer Poll 4 (Jun 05)	89.8	94.6
Influencer Poll 5 (Dec 05)	89.1	93.8

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[8] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4–Year College

TABLE 2-3.   Influencer Likelihood to Recommend 4-Year College: 2003 – 2005[9]

Male and Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	87.1	92.6
Influencer Poll 3 (Nov 04)	88.6	92.4
Influencer Poll 4 (Jun 05)	89.0	90.3
Influencer Poll 5 (Dec 05)	88.9	89.4

Male	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	88.2	‡
Influencer Poll 3 (Nov 04)	93.7	95.5
Influencer Poll 4 (Jun 05)	88.4	90.6
Influencer Poll 5 (Dec 05)	88.8	‡

Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	86.5	93.8
Influencer Poll 3 (Nov 04)	86.3	91.2
Influencer Poll 4 (Jun 05)	89.4	90.1
Influencer Poll 5 (Dec 05)	89.0	89.2

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[9] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4–Year College

TABLE 2-4.   Influencer Likelihood to Recommend 4-Year College: 2003 – 2005[10]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	89.9	91.5	95.8	94.6
Influencer Poll 2 (May 04)	89.4	88.5	94.7	94.3
Influencer Poll 3 (Nov 04)	90.3	90.3	94.9	93.6
Influencer Poll 4 (Jun 05)	88.0	91.9	94.6	95.3
Influencer Poll 5 (Dec 05)	90.4	90.5	94.2	94.3

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	88.7	90.6	96.4	94.1
Influencer Poll 2 (May 04)	‡	86.5	93.2	93.1
Influencer Poll 3 (Nov 04)	95.5	90.1	92.7	92.2
Influencer Poll 4 (Jun 05)	84.5	92.0	93.4	‡
Influencer Poll 5 (Dec 05)	89.0	91.5	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	91.0	92.0	95.5	95.0
Influencer Poll 2 (May 04)	90.9	89.5	95.7	95.2
Influencer Poll 3 (Nov 04)	87.8	90.3	96.0	94.4
Influencer Poll 4 (Jun 05)	90.2	91.8	95.6	93.2
Influencer Poll 5 (Dec 05)	91.0	89.9	94.1	95.0

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[10] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4–Year College

JAMRS

TABLE 2-5.   Influencer Likelihood to Recommend 4-Year College: 2003 – 2005[11]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	94.0	93.2	90.9
Influencer Poll 2 (May 04)	93.0	89.8	92.2
Influencer Poll 3 (Nov 04)	93.3	91.4	91.9
Influencer Poll 4 (Jun 05)	93.8	91.6	91.6
Influencer Poll 5 (Dec 05)	95.3	93.1	88.8

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	92.6	91.9	91.8
Influencer Poll 2 (May 04)	89.8	89.0	92.2
Influencer Poll 3 (Nov 04)	93.1	94.9	89.7
Influencer Poll 4 (Jun 05)	‡	90.8	91.7
Influencer Poll 5 (Dec 05)	‡	92.9	89.3

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	94.8	94.0	90.2
Influencer Poll 2 (May 04)	94.9	90.2	93.3
Influencer Poll 3 (Nov 04)	93.4	90.2	93.3
Influencer Poll 4 (Jun 05)	94.9	92.2	91.6
Influencer Poll 5 (Dec 05)	95.6	93.3	88.5

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[11] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4–Year College

JAMRS

TABLE 2-6.   Influencer Likelihood to Recommend 4-Year College: 2003 – 2005[12]

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	93.7	88.8	93.1	95.2
Influencer Poll 2 (May 04)	89.1	89.8	90.9	94.4
Influencer Poll 3 (Nov 04)	88.4	90.0	93.4	94.3
Influencer Poll 4 (Jun 05)	88.1	92.1	91.4	96.3
Influencer Poll 5 (Dec 05)	89.1	92.0	91.1	96.5

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	91.0	93.6
Influencer Poll 2 (May 04)	‡	‡	86.3	94.2
Influencer Poll 3 (Nov 04)	‡	‡	95.5	93.2
Influencer Poll 4 (Jun 05)	‡	‡	89.3	96.2
Influencer Poll 5 (Dec 05)	‡	‡	91.0	98.3

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	88.3	94.7	96.8
Influencer Poll 2 (May 04)	89.1	89.9	93.8	94.5
Influencer Poll 3 (Nov 04)	89.5	89.3	92.3	95.1
Influencer Poll 4 (Jun 05)	88.4	93.1	92.9	96.3
Influencer Poll 5 (Dec 05)	89.3	93.6	91.2	95.0

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[12] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-1.   **Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005[13]**

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	20.9	23.0	6.7	31.4	17.4
Influencer Poll 2 (May 04)	19.8	22.6	7.4	32.0	17.8
Influencer Poll 3 (Nov 04)	20.3	21.6	6.9	32.4	18.4
Influencer Poll 4 (Jun 05)	25.9	22.8	5.9	29.4	14.7
Influencer Poll 5 (Dec 05)	26.7	21.2	6.9	26.4	17.0

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	22.5	23.6	6.6	32.0	15.0
Influencer Poll 2 (May 04)	18.6	22.9	8.5	30.9	18.4
Influencer Poll 3 (Nov 04)	21.0	22.0	7.3	32.2	17.3
Influencer Poll 4 (Jun 05)	27.1	23.6	6.7	29.3	12.1
Influencer Poll 5 (Dec 05)	27.0	22.0	6.6	26.2	16.5

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	19.8	22.6	6.8	31.0	19.1
Influencer Poll 2 (May 04)	20.5	22.5	6.7	32.5	17.5
Influencer Poll 3 (Nov 04)	19.9	21.4	6.8	32.5	19.0
Influencer Poll 4 (Jun 05)	25.1	22.3	5.3	29.5	16.4
Influencer Poll 5 (Dec 05)	26.5	20.8	7.0	26.5	17.3

[13] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-2.   Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005[14]

Male and Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	44.8	42.7
Influencer Poll 2 (May 04)	37.6	47.7
Influencer Poll 3 (Nov 04)	39.4	43.7
Influencer Poll 4 (Jun 05)	49.3	48.1
Influencer Poll 5 (Dec 05)	45.3	50.1

Male	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	44.5	48.2
Influencer Poll 2 (May 04)	34.9	47.6
Influencer Poll 3 (Nov 04)	39.5	45.2
Influencer Poll 4 (Jun 05)	51.2	50.2
Influencer Poll 5 (Dec 05)	42.5	54.8

Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	45.0	38.7
Influencer Poll 2 (May 04)	39.0	47.7
Influencer Poll 3 (Nov 04)	39.4	43.0
Influencer Poll 4 (Jun 05)	48.1	46.6
Influencer Poll 5 (Dec 05)	46.9	47.6

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[14] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-3.   Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005[15]

Male and Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	40.4	34.8
Influencer Poll 3 (Nov 04)	44.6	33.5
Influencer Poll 4 (Jun 05)	50.2	45.8
Influencer Poll 5 (Dec 05)	47.2	43.3

Male	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	39.1	‡
Influencer Poll 3 (Nov 04)	46.8	‡
Influencer Poll 4 (Jun 05)	53.1	46.2
Influencer Poll 5 (Dec 05)	45.6	‡

Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	41.1	38.8
Influencer Poll 3 (Nov 04)	43.5	34.8
Influencer Poll 4 (Jun 05)	47.6	45.6
Influencer Poll 5 (Dec 05)	48.2	45.6

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[15] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-4.   **Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005**[16]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	61.0	46.4	33.8	28.4
Influencer Poll 2 (May 04)	59.7	44.5	32.3	29.1
Influencer Poll 3 (Nov 04)	63.4	40.6	35.1	28.7
Influencer Poll 4 (Jun 05)	63.9	50.4	35.1	35.5
Influencer Poll 5 (Dec 05)	60.7	48.2	35.8	32.7

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	60.3	54.7	30.0	30.4
Influencer Poll 2 (May 04)	‡	50.4	29.1	30.7
Influencer Poll 3 (Nov 04)	63.6	39.8	39.0	31.9
Influencer Poll 4 (Jun 05)	64.2	56.5	38.8	‡
Influencer Poll 5 (Dec 05)	68.5	48.5	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	61.7	41.6	36.2	26.7
Influencer Poll 2 (May 04)	61.5	41.8	34.4	27.8
Influencer Poll 3 (Nov 04)	63.3	41.0	33.2	26.8
Influencer Poll 4 (Jun 05)	63.7	46.8	32.3	34.7
Influencer Poll 5 (Dec 05)	57.1	48.1	38.8	30.0

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[16] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-5.   Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005[17]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	46.1	43.6	42.8
Influencer Poll 2 (May 04)	47.6	39.9	42.4
Influencer Poll 3 (Nov 04)	44.2	39.6	42.9
Influencer Poll 4 (Jun 05)	51.2	47.9	48.7
Influencer Poll 5 (Dec 05)	52.5	48.1	45.7

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	53.7	45.5	42.3
Influencer Poll 2 (May 04)	46.3	41.2	38.5
Influencer Poll 3 (Nov 04)	37.4	44.6	45.1
Influencer Poll 4 (Jun 05)	‡	48.4	51.3
Influencer Poll 5 (Dec 05)	‡	45.1	48.7

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	41.4	42.4	43.3
Influencer Poll 2 (May 04)	48.3	39.3	45.0
Influencer Poll 3 (Nov 04)	47.7	37.8	41.5
Influencer Poll 4 (Jun 05)	48.7	47.6	46.8
Influencer Poll 5 (Dec 05)	49.4	49.8	44.1

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[17] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-6.   **Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005[18]**

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	64.3	50.9	43.5	29.2
Influencer Poll 2 (May 04)	64.6	53.3	39.9	26.9
Influencer Poll 3 (Nov 04)	50.7	53.4	40.8	28.6
Influencer Poll 4 (Jun 05)	63.4	55.8	48.1	31.3
Influencer Poll 5 (Dec 05)	64.6	53.8	44.3	28.8

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	45.3	32.5
Influencer Poll 2 (May 04)	‡	‡	44.0	28.5
Influencer Poll 3 (Nov 04)	‡	‡	44.3	32.3
Influencer Poll 4 (Jun 05)	‡	‡	51.7	38.3
Influencer Poll 5 (Dec 05)	‡	‡	47.0	30.3

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	47.2	42.2	25.8
Influencer Poll 2 (May 04)	66.7	51.4	37.4	25.6
Influencer Poll 3 (Nov 04)	53.3	52.0	39.0	26.2
Influencer Poll 4 (Jun 05)	62.6	53.5	45.4	24.4
Influencer Poll 5 (Dec 05)	63.8	50.7	42.5	27.7

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[18] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part–Time Job

TABLE 4-1.   Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005[19]

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	39.8	38.8	3.9	11.5	5.9
Influencer Poll 2 (May 04)	39.3	40.3	4.9	9.8	5.3
Influencer Poll 3 (Nov 04)	38.3	39.6	5.0	12.2	4.4
Influencer Poll 4 (Jun 05)	40.7	36.0	4.1	11.8	5.5
Influencer Poll 5 (Dec 05)	42.7	37.4	4.4	8.8	5.5

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	37.5	36.9	3.5	16.2	5.7
Influencer Poll 2 (May 04)	35.0	39.5	6.3	11.2	7.2
Influencer Poll 3 (Nov 04)	34.7	37.8	6.1	14.5	6.5
Influencer Poll 4 (Jun 05)	33.7	40.6	3.4	13.5	6.5
Influencer Poll 5 (Dec 05)	40.7	37.1	5.1	10.1	5.7

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	41.3	40.1	4.2	8.3	6.1
Influencer Poll 2 (May 04)	41.7	40.7	4.1	8.9	4.2
Influencer Poll 3 (Nov 04)	40.1	40.5	4.5	11.0	3.3
Influencer Poll 4 (Jun 05)	45.4	32.9	4.6	10.7	4.8
Influencer Poll 5 (Dec 05)	43.8	37.6	4.0	8.1	5.4

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[19] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-2.   Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005[20]

Male and Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	80.2	76.2
Influencer Poll 2 (May 04)	82.0	77.0
Influencer Poll 3 (Nov 04)	78.2	77.7
Influencer Poll 4 (Jun 05)	79.0	74.6
Influencer Poll 5 (Dec 05)	80.0	80.2

Male	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	74.8	73.9
Influencer Poll 2 (May 04)	79.1	70.1
Influencer Poll 3 (Nov 04)	73.0	72.3
Influencer Poll 4 (Jun 05)	79.1	69.4
Influencer Poll 5 (Dec 05)	79.4	76.3

Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	83.8	78.0
Influencer Poll 2 (May 04)	83.5	81.3
Influencer Poll 3 (Nov 04)	80.4	80.7
Influencer Poll 4 (Jun 05)	79.0	77.8
Influencer Poll 5 (Dec 05)	80.3	82.2

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[20] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part–Time Job

JAMRS

TABLE 4-3.   **Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005**[21]

Male and Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	79.5	83.6
Influencer Poll 3 (Nov 04)	78.3	78.2
Influencer Poll 4 (Jun 05)	77.0	81.3
Influencer Poll 5 (Dec 05)	80.7	79.2

Male	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	74.5	‡
Influencer Poll 3 (Nov 04)	72.1	‡
Influencer Poll 4 (Jun 05)	72.8	87.7
Influencer Poll 5 (Dec 05)	82.4	‡

Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	82.3	84.2
Influencer Poll 3 (Nov 04)	81.0	79.7
Influencer Poll 4 (Jun 05)	80.6	77.5
Influencer Poll 5 (Dec 05)	79.6	81.0

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[21] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part–Time Job

JAMRS

TABLE 4-4.   Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005[22]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	82.1	80.4	75.3	74.3
Influencer Poll 2 (May 04)	85.1	82.8	76.6	70.5
Influencer Poll 3 (Nov 04)	82.3	82.0	74.0	71.0
Influencer Poll 4 (Jun 05)	80.2	80.1	74.6	66.8
Influencer Poll 5 (Dec 05)	83.8	83.2	76.7	70.1

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	75.9	76.1	71.8	72.5
Influencer Poll 2 (May 04)	‡	78.2	68.4	65.3
Influencer Poll 3 (Nov 04)	79.1	78.9	68.3	62.1
Influencer Poll 4 (Jun 05)	79.7	77.5	72.7	‡
Influencer Poll 5 (Dec 05)	80.1	80.8	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	87.4	82.8	77.4	75.8
Influencer Poll 2 (May 04)	84.6	84.9	81.7	74.6
Influencer Poll 3 (Nov 04)	83.8	83.4	76.8	76.3
Influencer Poll 4 (Jun 05)	80.4	81.5	75.9	70.3
Influencer Poll 5 (Dec 05)	85.5	84.3	74.3	72.5

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[22] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-5.   Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005[23]

Male and Female	**Percent (%)**		
(very likely and likely)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	74.5	80.4	78.8
Influencer Poll 2 (May 04)	72.7	83.1	79.5
Influencer Poll 3 (Nov 04)	76.6	78.9	77.8
Influencer Poll 4 (Jun 05)	71.3	77.4	78.1
Influencer Poll 5 (Dec 05)	79.2	79.4	81.1

Male	**Percent (%)**		
(very likely and likely)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	74.1	75.2	73.6
Influencer Poll 2 (May 04)	68.5	79.1	73.1
Influencer Poll 3 (Nov 04)	73.3	74.9	70.1
Influencer Poll 4 (Jun 05)	‡	77.7	75.9
Influencer Poll 5 (Dec 05)	‡	74.7	80.7

Female	**Percent (%)**		
(very likely and likely)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	74.7	83.7	83.3
Influencer Poll 2 (May 04)	75.3	85.0	83.8
Influencer Poll 3 (Nov 04)	78.3	80.4	82.7
Influencer Poll 4 (Jun 05)	77.8	77.2	79.6
Influencer Poll 5 (Dec 05)	80.0	82.0	81.4

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[23] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part–Time Job

JAMRS

TABLE 4-6. **Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005[24]**

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	80.4	81.3	80.2	74.7
Influencer Poll 2 (May 04)	85.1	82.4	78.2	77.1
Influencer Poll 3 (Nov 04)	80.9	83.2	78.9	73.6
Influencer Poll 4 (Jun 05)	80.7	74.6	77.5	73.5
Influencer Poll 5 (Dec 05)	83.9	83.6	78.0	74.2

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	79.6	71.3
Influencer Poll 2 (May 04)	‡	‡	74.9	67.9
Influencer Poll 3 (Nov 04)	‡	‡	72.7	66.5
Influencer Poll 4 (Jun 05)	‡	‡	75.8	72.2
Influencer Poll 5 (Dec 05)	‡	‡	77.6	74.8

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	85.6	80.6	78.1
Influencer Poll 2 (May 04)	83.7	83.8	80.3	84.8
Influencer Poll 3 (Nov 04)	83.6	82.9	82.1	78.3
Influencer Poll 4 (Jun 05)	78.9	79.9	78.8	74.8
Influencer Poll 5 (Dec 05)	84.8	85.2	78.2	73.8

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[24] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-1.   **Influencer Likelihood to Recommend 2-Year College: 2003 – 2005[25]**

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	34.8	46.0	5.1	9.7	4.0
Influencer Poll 2 (May 04)	35.3	40.6	6.4	11.7	5.4
Influencer Poll 3 (Nov 04)	34.5	41.4	6.0	11.7	6.0
Influencer Poll 4 (Jun 05)	38.4	38.6	4.8	11.5	5.0
Influencer Poll 5 (Dec 05)	42.4	36.5	4.4	10.3	4.7

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	32.6	47.3	4.7	10.7	4.3
Influencer Poll 2 (May 04)	31.6	39.2	6.5	15.0	7.0
Influencer Poll 3 (Nov 04)	31.4	41.2	7.1	12.7	6.7
Influencer Poll 4 (Jun 05)	35.6	37.0	4.4	15.6	6.1
Influencer Poll 5 (Dec 05)	40.9	35.4	4.8	11.0	6.6

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	36.3	45.1	5.4	8.9	3.8
Influencer Poll 2 (May 04)	37.4	41.4	6.3	9.8	4.5
Influencer Poll 3 (Nov 04)	36.0	41.5	5.4	11.1	5.6
Influencer Poll 4 (Jun 05)	40.2	39.6	5.0	8.7	4.2
Influencer Poll 5 (Dec 05)	43.2	37.1	4.1	10.0	3.8

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[25] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 2–Year College

JAMRS

TABLE 5-2.   Influencer Likelihood to Recommend 2-Year College: 2003 – 2005[26]

Male and Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	76.9	86.2
Influencer Poll 2 (May 04)	69.3	83.2
Influencer Poll 3 (Nov 04)	68.1	81.8
Influencer Poll 4 (Jun 05)	68.6	84.6
Influencer Poll 5 (Dec 05)	71.8	84.9

Male	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	76.2	84.7
Influencer Poll 2 (May 04)	60.9	80.1
Influencer Poll 3 (Nov 04)	60.5	80.3
Influencer Poll 4 (Jun 05)	62.8	82.5
Influencer Poll 5 (Dec 05)	66.8	84.6

Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	77.4	87.3
Influencer Poll 2 (May 04)	73.4	85.1
Influencer Poll 3 (Nov 04)	71.4	82.6
Influencer Poll 4 (Jun 05)	72.7	85.9
Influencer Poll 5 (Dec 05)	74.6	85.0

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[26] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-3.   Influencer Likelihood to Recommend 2-Year College: 2003 – 2005[27]

Male and Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	68.5	71.2
Influencer Poll 3 (Nov 04)	73.0	62.7
Influencer Poll 4 (Jun 05)	70.7	66.3
Influencer Poll 5 (Dec 05)	70.9	72.9

Male	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	58.2	‡
Influencer Poll 3 (Nov 04)	65.8	‡
Influencer Poll 4 (Jun 05)	63.9	61.3
Influencer Poll 5 (Dec 05)	66.4	67.4

Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	74.5	74.6
Influencer Poll 3 (Nov 04)	76.2	66.1
Influencer Poll 4 (Jun 05)	76.5	69.2
Influencer Poll 5 (Dec 05)	73.8	75.4

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[27] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend 2–Year College

JAMRS

TABLE 5-4.   **Influencer Likelihood to Recommend 2-Year College: 2003 – 2005**[28]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	85.7	85.7	75.3	71.6
Influencer Poll 2 (May 04)	84.2	84.2	66.7	62.1
Influencer Poll 3 (Nov 04)	86.7	79.4	69.4	65.9
Influencer Poll 4 (Jun 05)	85.8	80.9	66.3	67.8
Influencer Poll 5 (Dec 05)	84.6	81.4	73.8	67.3

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	83.7	84.9	77.3	69.6
Influencer Poll 2 (May 04)	‡	87.2	64.1	53.5
Influencer Poll 3 (Nov 04)	85.5	75.8	69.1	59.5
Influencer Poll 4 (Jun 05)	84.5	78.3	63.6	‡
Influencer Poll 5 (Dec 05)	87.7	80.0	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	87.4	86.1	74.0	73.3
Influencer Poll 2 (May 04)	88.5	82.8	68.3	69.0
Influencer Poll 3 (Nov 04)	87.3	81.0	69.6	69.7
Influencer Poll 4 (Jun 05)	86.5	82.4	68.4	76.3
Influencer Poll 5 (Dec 05)	83.2	82.1	80.3	68.3

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[28] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend 2–Year College

JAMRS

TABLE 5-5.   Influencer Likelihood to Recommend 2-Year College: 2003 – 2005[29]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	81.6	78.5	83.6
Influencer Poll 2 (May 04)	81.1	75.7	72.5
Influencer Poll 3 (Nov 04)	80.2	73.7	75.4
Influencer Poll 4 (Jun 05)	86.1	73.3	76.6
Influencer Poll 5 (Dec 05)	85.6	77.4	77.4

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	77.8	80.2	80.8
Influencer Poll 2 (May 04)	81.5	70.3	64.1
Influencer Poll 3 (Nov 04)	75.6	69.1	73.5
Influencer Poll 4 (Jun 05)	‡	69.0	71.1
Influencer Poll 5 (Dec 05)	‡	75.8	69.5

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	83.9	77.4	86.0
Influencer Poll 2 (May 04)	80.9	78.3	77.9
Influencer Poll 3 (Nov 04)	82.6	75.4	76.7
Influencer Poll 4 (Jun 05)	88.0	75.9	80.5
Influencer Poll 5 (Dec 05)	81.3	78.3	81.6

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[29] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-6.   Influencer Likelihood to Recommend 2-Year College: 2003 – 2005[30]

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	95.1	86.5	81.3	70.2
Influencer Poll 2 (May 04)	84.0	82.4	77.4	65.1
Influencer Poll 3 (Nov 04)	87.4	81.4	78.6	62.0
Influencer Poll 4 (Jun 05)	89.6	85.0	76.8	61.6
Influencer Poll 5 (Dec 05)	86.7	85.6	78.3	67.3

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	80.6	72.6
Influencer Poll 2 (May 04)	‡	‡	75.4	60.6
Influencer Poll 3 (Nov 04)	‡	‡	76.1	59.6
Influencer Poll 4 (Jun 05)	‡	‡	73.6	54.1
Influencer Poll 5 (Dec 05)	‡	‡	77.6	60.5

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	85.6	81.7	67.7
Influencer Poll 2 (May 04)	88.4	82.7	78.5	68.9
Influencer Poll 3 (Nov 04)	86.8	82.1	79.8	63.5
Influencer Poll 4 (Jun 05)	89.1	82.6	79.2	68.9
Influencer Poll 5 (Dec 05)	87.5	83.3	78.8	73.0

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[30] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 6-1.   Influencer Likelihood to Recommend the Army: 2003 – 2005[31]

Male and Female			**Percent (%)**		
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	9.0	27.0	11.5	33.8	18.5
Influencer Poll 2 (May 04)	9.0	19.9	9.7	35.7	25.5
Influencer Poll 3 (Nov 04)	6.8	19.8	8.6	37.0	27.3
Influencer Poll 4 (Jun 05)	9.4	21.9	7.8	29.9	29.1
Influencer Poll 5 (Dec 05)	11.5	18.7	7.4	28.6	31.9

Male			**Percent (%)**		
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.2	28.5	10.7	34.6	15.8
Influencer Poll 2 (May 04)	10.5	23.1	8.3	36.1	21.5
Influencer Poll 3 (Nov 04)	8.4	22.0	10.2	35.3	23.1
Influencer Poll 4 (Jun 05)	10.7	25.1	8.1	30.5	24.6
Influencer Poll 5 (Dec 05)	12.7	19.8	7.3	29.7	28.8

Female			**Percent (%)**		
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	8.1	26.0	12.1	33.2	20.3
Influencer Poll 2 (May 04)	8.1	18.1	10.4	35.5	27.7
Influencer Poll 3 (Nov 04)	6.0	18.8	7.8	37.8	29.3
Influencer Poll 4 (Jun 05)	8.6	19.7	7.7	29.5	32.1
Influencer Poll 5 (Dec 05)	10.8	18.2	7.5	28.1	33.6

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[31] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 6-2.   Influencer Likelihood to Recommend the Army: 2003 – 2005[32]

Male and Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.7	46.2
Influencer Poll 2 (May 04)	19.7	38.8
Influencer Poll 3 (Nov 04)	15.3	35.3
Influencer Poll 4 (Jun 05)	19.7	42.0
Influencer Poll 5 (Dec 05)	19.5	39.3

Male	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	31.4	48.2
Influencer Poll 2 (May 04)	20.0	46.3
Influencer Poll 3 (Nov 04)	18.0	38.4
Influencer Poll 4 (Jun 05)	24.1	47.6
Influencer Poll 5 (Dec 05)	19.6	44.0

Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.9	44.7
Influencer Poll 2 (May 04)	19.5	34.1
Influencer Poll 3 (Nov 04)	14.1	33.6
Influencer Poll 4 (Jun 05)	16.5	38.5
Influencer Poll 5 (Dec 05)	19.4	36.9

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[32] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

TABLE 6-3.   Influencer Likelihood to Recommend the Army: 2003 – 2005[33]

Male and Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	23.2	16.1
Influencer Poll 3 (Nov 04)	19.5	10.4
Influencer Poll 4 (Jun 05)	24.0	14.9
Influencer Poll 5 (Dec 05)	21.2	17.6

Male	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	25.5	‡
Influencer Poll 3 (Nov 04)	22.5	‡
Influencer Poll 4 (Jun 05)	28.6	17.9
Influencer Poll 5 (Dec 05)	21.6	‡

Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	21.9	17.7
Influencer Poll 3 (Nov 04)	18.1	9.7
Influencer Poll 4 (Jun 05)	20.0	13.2
Influencer Poll 5 (Dec 05)	20.9	17.9

[33] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 6-4. Influencer Likelihood to Recommend the Army: 2003 – 2005[34]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	48.1	33.0	30.7	32.0
Influencer Poll 2 (May 04)	35.0	30.4	23.4	25.1
Influencer Poll 3 (Nov 04)	33.0	24.7	27.1	22.3
Influencer Poll 4 (Jun 05)	37.9	29.6	25.4	29.4
Influencer Poll 5 (Dec 05)	36.4	27.1	25.8	28.0

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	50.4	37.7	30.0	33.3
Influencer Poll 2 (May 04)	‡	33.1	34.2	30.7
Influencer Poll 3 (Nov 04)	35.5	29.2	29.3	28.4
Influencer Poll 4 (Jun 05)	42.6	37.7	28.9	‡
Influencer Poll 5 (Dec 05)	43.2	30.0	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	46.1	30.3	31.1	30.8
Influencer Poll 2 (May 04)	34.1	29.1	16.7	20.6
Influencer Poll 3 (Nov 04)	31.9	22.8	26.0	18.7
Influencer Poll 4 (Jun 05)	35.1	24.9	22.8	27.1
Influencer Poll 5 (Dec 05)	33.2	25.7	28.3	26.7

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[34] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 6-5.   Influencer Likelihood to Recommend the Army: 2003 – 2005[35]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	45.4	28.4	40.3
Influencer Poll 2 (May 04)	36.7	24.6	29.3
Influencer Poll 3 (Nov 04)	31.4	22.6	28.0
Influencer Poll 4 (Jun 05)	37.8	27.9	31.9
Influencer Poll 5 (Dec 05)	34.3	24.2	34.0

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	51.9	30.6	40.7
Influencer Poll 2 (May 04)	44.4	30.8	29.5
Influencer Poll 3 (Nov 04)	26.7	28.0	34.8
Influencer Poll 4 (Jun 05)	‡	34.2	33.8
Influencer Poll 5 (Dec 05)	‡	23.1	36.5

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	41.4	26.9	40.0
Influencer Poll 2 (May 04)	32.0	21.7	29.2
Influencer Poll 3 (Nov 04)	33.7	20.7	23.6
Influencer Poll 4 (Jun 05)	32.5	24.1	30.6
Influencer Poll 5 (Dec 05)	29.4	24.8	32.6

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[35] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 6-6.   Influencer Likelihood to Recommend the Army: 2003 – 2005[36]

Male and Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	47.6	44.6	33.6	26.9
Influencer Poll 2 (May 04)	33.1	39.8	26.7	22.9
Influencer Poll 3 (Nov 04)	30.2	32.7	27.7	18.5
Influencer Poll 4 (Jun 05)	37.1	37.5	30.9	25.7
Influencer Poll 5 (Dec 05)	40.4	33.4	30.0	16.9

Male	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	36.3	30.6
Influencer Poll 2 (May 04)	‡	‡	30.3	30.7
Influencer Poll 3 (Nov 04)	‡	‡	33.5	23.6
Influencer Poll 4 (Jun 05)	‡	‡	34.3	29.3
Influencer Poll 5 (Dec 05)	‡	‡	32.1	18.5

Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	40.0	31.6	23.2
Influencer Poll 2 (May 04)	31.0	36.3	24.6	16.5
Influencer Poll 3 (Nov 04)	29.6	31.0	24.8	15.2
Influencer Poll 4 (Jun 05)	33.3	31.3	28.3	22.2
Influencer Poll 5 (Dec 05)	39.7	27.1	28.5	15.6

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[36] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 7-1.   Influencer Likelihood to Recommend the Navy: 2003 – 2005[37]

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	11.0	29.0	11.7	30.8	17.4
Influencer Poll 2 (May 04)	10.1	21.6	10.2	34.9	22.9
Influencer Poll 3 (Nov 04)	8.3	22.1	8.7	35.5	25.1
Influencer Poll 4 (Jun 05)	11.8	24.0	9.0	28.6	24.2
Influencer Poll 5 (Dec 05)	13.0	19.9	8.4	27.9	28.6

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	12.1	32.0	11.1	29.3	15.2
Influencer Poll 2 (May 04)	12.1	24.9	9.0	34.5	18.8
Influencer Poll 3 (Nov 04)	11.0	24.9	9.8	31.2	22.4
Influencer Poll 4 (Jun 05)	15.4	26.3	8.9	28.9	19.0
Influencer Poll 5 (Dec 05)	15.8	20.7	9.0	29.2	23.3

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.2	26.8	12.1	31.8	19.0
Influencer Poll 2 (May 04)	8.9	19.8	10.9	35.0	25.2
Influencer Poll 3 (Nov 04)	7.0	20.7	8.1	37.6	26.5
Influencer Poll 4 (Jun 05)	9.4	22.5	9.0	28.4	27.7
Influencer Poll 5 (Dec 05)	11.5	19.5	8.1	27.1	31.5

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[37] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 7-2.   Influencer Likelihood to Recommend the Navy: 2003 – 2005[38]

Male and Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	31.5	51.7
Influencer Poll 2 (May 04)	23.0	41.0
Influencer Poll 3 (Nov 04)	19.3	38.8
Influencer Poll 4 (Jun 05)	24.6	46.1
Influencer Poll 5 (Dec 05)	21.3	42.7

Male	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	35.5	55.4
Influencer Poll 2 (May 04)	26.5	46.8
Influencer Poll 3 (Nov 04)	22.5	44.5
Influencer Poll 4 (Jun 05)	32.0	51.6
Influencer Poll 5 (Dec 05)	24.8	46.9

Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.8	49.0
Influencer Poll 2 (May 04)	21.3	37.4
Influencer Poll 3 (Nov 04)	17.9	35.7
Influencer Poll 4 (Jun 05)	19.3	42.7
Influencer Poll 5 (Dec 05)	19.4	40.6

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[38] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 7-3.   Influencer Likelihood to Recommend the Navy: 2003 – 2005[39]

Male and Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.8	18.1
Influencer Poll 3 (Nov 04)	25.3	12.3
Influencer Poll 4 (Jun 05)	30.0	18.8
Influencer Poll 5 (Dec 05)	23.4	19.0

Male	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	36.4	‡
Influencer Poll 3 (Nov 04)	29.7	‡
Influencer Poll 4 (Jun 05)	36.7	25.5
Influencer Poll 5 (Dec 05)	28.8	‡

Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	24.5	19.6
Influencer Poll 3 (Nov 04)	23.4	11.9
Influencer Poll 4 (Jun 05)	24.1	14.8
Influencer Poll 5 (Dec 05)	19.9	19.0

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[39] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 7-4.   Influencer Likelihood to Recommend the Navy: 2003 – 2005[40]

Male and Female	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	50.0	37.4	35.9	36.0
Influencer Poll 2 (May 04)	36.0	35.2	26.4	26.4
Influencer Poll 3 (Nov 04)	37.2	30.3	29.2	24.2
Influencer Poll 4 (Jun 05)	41.5	35.3	32.3	30.8
Influencer Poll 5 (Dec 05)	39.3	31.2	27.5	28.9

Male	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	53.9	43.4	35.5	41.2
Influencer Poll 2 (May 04)	‡	42.9	35.9	30.7
Influencer Poll 3 (Nov 04)	40.0	36.0	37.4	30.2
Influencer Poll 4 (Jun 05)	47.3	45.7	38.0	‡
Influencer Poll 5 (Dec 05)	47.9	36.9	‡	‡

Female	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	46.7	33.9	36.2	31.7
Influencer Poll 2 (May 04)	35.6	31.6	20.4	23.0
Influencer Poll 3 (Nov 04)	35.8	27.9	25.2	20.7
Influencer Poll 4 (Jun 05)	38.0	29.2	27.8	28.8
Influencer Poll 5 (Dec 05)	35.2	28.4	30.3	27.5

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[40] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

TABLE 7-5.　　　Influencer Likelihood to Recommend the Navy: 2003 – 2005[41]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	44.7	34.2	44.8
Influencer Poll 2 (May 04)	37.8	26.9	34.1
Influencer Poll 3 (Nov 04)	32.1	25.7	34.8
Influencer Poll 4 (Jun 05)	42.6	30.1	38.3
Influencer Poll 5 (Dec 05)	33.5	27.1	37.9

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	50.9	38.7	46.7
Influencer Poll 2 (May 04)	45.4	31.9	37.2
Influencer Poll 3 (Nov 04)	29.8	30.3	44.6
Influencer Poll 4 (Jun 05)	‡	39.7	39.9
Influencer Poll 5 (Dec 05)	‡	28.0	42.1

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	40.8	31.2	43.3
Influencer Poll 2 (May 04)	33.1	24.5	32.1
Influencer Poll 3 (Nov 04)	33.3	24.0	28.4
Influencer Poll 4 (Jun 05)	35.9	24.4	37.2
Influencer Poll 5 (Dec 05)	29.4	26.6	35.6

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[41] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 7-6.   Influencer Likelihood to Recommend the Navy: 2003 – 2005[42]

Male and Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	53.1	44.6	39.4	30.1
Influencer Poll 2 (May 04)	30.9	40.6	31.0	26.2
Influencer Poll 3 (Nov 04)	34.0	35.7	30.6	24.2
Influencer Poll 4 (Jun 05)	41.1	44.2	34.9	29.9
Influencer Poll 5 (Dec 05)	40.7	38.5	29.7	20.0

Male	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	42.8	35.7
Influencer Poll 2 (May 04)	‡	‡	38.3	32.1
Influencer Poll 3 (Nov 04)	‡	‡	38.1	29.2
Influencer Poll 4 (Jun 05)	‡	‡	41.0	35.3
Influencer Poll 5 (Dec 05)	‡	‡	34.3	23.5

Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	40.6	36.9	24.5
Influencer Poll 2 (May 04)	28.7	38.0	26.6	21.3
Influencer Poll 3 (Nov 04)	32.2	32.9	26.8	20.9
Influencer Poll 4 (Jun 05)	38.1	36.1	30.4	24.4
Influencer Poll 5 (Dec 05)	38.4	33.5	26.4	17.0

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[42] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-1.   Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005[43]

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.2	23.9	11.7	33.8	20.3
Influencer Poll 2 (May 04)	8.3	18.5	9.8	35.9	27.1
Influencer Poll 3 (Nov 04)	7.1	17.9	8.5	36.7	29.5
Influencer Poll 4 (Jun 05)	11.7	18.1	7.5	31.4	29.3
Influencer Poll 5 (Dec 05)	11.0	17.2	7.3	28.1	34.0

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.7	25.4	11.5	32.8	19.5
Influencer Poll 2 (May 04)	9.4	20.9	7.8	37.4	23.8
Influencer Poll 3 (Nov 04)	8.0	19.8	9.2	34.9	27.3
Influencer Poll 4 (Jun 05)	14.5	20.2	7.5	31.1	25.3
Influencer Poll 5 (Dec 05)	13.2	18.5	6.6	27.3	33.0

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	9.9	22.9	11.8	34.4	20.9
Influencer Poll 2 (May 04)	7.7	17.1	10.8	35.0	28.9
Influencer Poll 3 (Nov 04)	6.7	17.0	8.1	37.6	30.6
Influencer Poll 4 (Jun 05)	9.9	16.8	7.5	31.6	32.0
Influencer Poll 5 (Dec 05)	9.9	16.5	7.6	28.5	34.6

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[43] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-2. **Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005**[44]

Male and Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.9	44.3
Influencer Poll 2 (May 04)	17.7	36.7
Influencer Poll 3 (Nov 04)	15.3	32.4
Influencer Poll 4 (Jun 05)	18.5	40.3
Influencer Poll 5 (Dec 05)	17.8	37.1

Male	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.3	46.4
Influencer Poll 2 (May 04)	17.7	42.0
Influencer Poll 3 (Nov 04)	16.5	35.2
Influencer Poll 4 (Jun 05)	23.3	46.0
Influencer Poll 5 (Dec 05)	19.6	42.3

Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.0	42.7
Influencer Poll 2 (May 04)	17.7	33.3
Influencer Poll 3 (Nov 04)	14.7	31.0
Influencer Poll 4 (Jun 05)	15.1	36.8
Influencer Poll 5 (Dec 05)	16.8	34.3

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[44] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-3.   Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005[45]

Male and Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.9	14.4
Influencer Poll 3 (Nov 04)	19.5	10.4
Influencer Poll 4 (Jun 05)	22.4	14.2
Influencer Poll 5 (Dec 05)	19.0	16.5

Male	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	23.6	‡
Influencer Poll 3 (Nov 04)	23.4	‡
Influencer Poll 4 (Jun 05)	26.5	18.9
Influencer Poll 5 (Dec 05)	20.8	‡

Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	19.3	16.7
Influencer Poll 3 (Nov 04)	17.7	11.5
Influencer Poll 4 (Jun 05)	18.8	11.5
Influencer Poll 5 (Dec 05)	17.8	15.9

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[45] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-4.   Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005[46]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	45.5	31.9	28.9	29.7
Influencer Poll 2 (May 04)	30.7	27.0	24.8	23.8
Influencer Poll 3 (Nov 04)	31.9	24.7	24.1	19.1
Influencer Poll 4 (Jun 05)	34.9	27.8	26.2	29.0
Influencer Poll 5 (Dec 05)	34.6	25.1	23.8	25.6

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	49.6	33.3	28.2	30.4
Influencer Poll 2 (May 04)	‡	29.3	30.8	30.7
Influencer Poll 3 (Nov 04)	30.9	27.3	26.0	27.6
Influencer Poll 4 (Jun 05)	39.9	34.8	31.4	‡
Influencer Poll 5 (Dec 05)	43.8	29.2	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	41.9	31.0	29.4	29.2
Influencer Poll 2 (May 04)	30.8	26.0	21.0	18.3
Influencer Poll 3 (Nov 04)	32.3	23.6	23.2	14.1
Influencer Poll 4 (Jun 05)	31.8	23.6	22.2	27.1
Influencer Poll 5 (Dec 05)	30.3	23.1	26.3	24.2

[46] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-5.   Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005[47]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	42.2	28.4	36.8
Influencer Poll 2 (May 04)	34.3	23.0	26.8
Influencer Poll 3 (Nov 04)	28.3	22.3	25.9
Influencer Poll 4 (Jun 05)	38.3	24.6	31.4
Influencer Poll 5 (Dec 05)	32.6	23.6	30.6

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	45.4	30.6	37.4
Influencer Poll 2 (May 04)	39.8	26.9	27.6
Influencer Poll 3 (Nov 04)	22.9	26.3	32.4
Influencer Poll 4 (Jun 05)	‡	30.4	34.2
Influencer Poll 5 (Dec 05)	‡	26.4	32.0

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	40.2	26.9	36.3
Influencer Poll 2 (May 04)	30.9	21.2	26.3
Influencer Poll 3 (Nov 04)	31.0	20.9	21.7
Influencer Poll 4 (Jun 05)	33.3	21.2	29.4
Influencer Poll 5 (Dec 05)	27.5	22.0	29.9

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[47] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-6. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005[48]

Male and Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	42.7	41.2	32.3	26.3
Influencer Poll 2 (May 04)	28.6	37.7	23.5	21.9
Influencer Poll 3 (Nov 04)	28.8	31.6	24.7	18.8
Influencer Poll 4 (Jun 05)	34.2	37.1	26.8	27.2
Influencer Poll 5 (Dec 05)	35.4	31.4	26.9	18.1

Male	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	32.8	29.9
Influencer Poll 2 (May 04)	‡	‡	25.7	30.7
Influencer Poll 3 (Nov 04)	‡	‡	28.4	24.2
Influencer Poll 4 (Jun 05)	‡	‡	29.8	31.6
Influencer Poll 5 (Dec 05)	‡	‡	26.9	22.7

Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	37.2	31.9	22.6
Influencer Poll 2 (May 04)	26.4	36.9	22.1	14.6
Influencer Poll 3 (Nov 04)	30.3	30.2	22.8	15.2
Influencer Poll 4 (Jun 05)	29.3	31.9	24.6	23.0
Influencer Poll 5 (Dec 05)	33.5	25.6	26.9	14.2

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[48] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 9-1. Influencer Likelihood to Recommend the Air Force: 2003 – 2005[49]

Male and Female	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	13.8	29.4	10.7	29.2	16.6
Influencer Poll 2 (May 04)	12.2	24.1	9.7	31.5	22.3
Influencer Poll 3 (Nov 04)	10.1	22.9	8.7	34.2	23.6
Influencer Poll 4 (Jun 05)	15.4	23.5	8.1	27.8	23.3
Influencer Poll 5 (Dec 05)	15.0	21.6	8.4	26.2	27.2

Male	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	15.8	33.2	10.4	26.4	14.1
Influencer Poll 2 (May 04)	16.1	26.9	8.1	31.4	17.0
Influencer Poll 3 (Nov 04)	13.5	26.5	10.0	29.8	19.4
Influencer Poll 4 (Jun 05)	19.8	26.3	9.1	25.7	17.8
Influencer Poll 5 (Dec 05)	18.0	25.5	8.4	24.8	21.8

Female	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	12.3	26.7	11.0	31.2	18.4
Influencer Poll 2 (May 04)	10.1	22.5	10.6	31.6	25.2
Influencer Poll 3 (Nov 04)	8.5	21.1	8.0	36.4	25.6
Influencer Poll 4 (Jun 05)	12.4	21.5	7.4	29.2	26.9
Influencer Poll 5 (Dec 05)	13.4	19.5	8.5	26.9	30.0

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[49] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 9-2   **Influencer Likelihood to Recommend the Air Force: 2003 – 2005**[50]

Male and Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	36.3	52.7
Influencer Poll 2 (May 04)	28.1	45.2
Influencer Poll 3 (Nov 04)	22.8	40.8
Influencer Poll 4 (Jun 05)	28.8	48.1
Influencer Poll 5 (Dec 05)	25.3	46.1

Male	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	42.1	58.1
Influencer Poll 2 (May 04)	30.7	54.5
Influencer Poll 3 (Nov 04)	27.5	48.1
Influencer Poll 4 (Jun 05)	36.4	56.0
Influencer Poll 5 (Dec 05)	30.4	55.2

Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	32.4	48.7
Influencer Poll 2 (May 04)	26.8	39.3
Influencer Poll 3 (Nov 04)	20.8	36.9
Influencer Poll 4 (Jun 05)	23.3	43.2
Influencer Poll 5 (Dec 05)	22.5	41.4

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[50] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 9-3.   **Influencer Likelihood to Recommend the Air Force: 2003 – 2005[51]**

Male and Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.1	25.1
Influencer Poll 3 (Nov 04)	29.0	15.8
Influencer Poll 4 (Jun 05)	34.4	22.6
Influencer Poll 5 (Dec 05)	29.4	20.8

Male	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.2	‡
Influencer Poll 3 (Nov 04)	32.4	‡
Influencer Poll 4 (Jun 05)	41.5	29.2
Influencer Poll 5 (Dec 05)	36.0	‡

Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	27.1	26.8
Influencer Poll 3 (Nov 04)	27.4	13.7
Influencer Poll 4 (Jun 05)	28.2	18.7
Influencer Poll 5 (Dec 05)	25.1	20.0

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[51] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 9-4.   **Influencer Likelihood to Recommend the Air Force: 2003 – 2005**[52]

Male and Female	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	52.3	43.4	38.0	36.5
Influencer Poll 2 (May 04)	36.3	42.8	31.0	31.3
Influencer Poll 3 (Nov 04)	39.8	33.7	31.4	26.4
Influencer Poll 4 (Jun 05)	43.3	41.2	34.8	31.8
Influencer Poll 5 (Dec 05)	42.3	35.7	30.8	32.7

Male	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	58.9	52.8	40.9	38.2
Influencer Poll 2 (May 04)	‡	48.9	44.4	37.6
Influencer Poll 3 (Nov 04)	42.7	44.7	37.4	33.6
Influencer Poll 4 (Jun 05)	52.0	52.9	41.3	‡
Influencer Poll 5 (Dec 05)	56.2	42.3	‡	‡

Female	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	46.7	38.0	36.2	35.0
Influencer Poll 2 (May 04)	35.1	40.0	22.6	26.2
Influencer Poll 3 (Nov 04)	38.4	29.0	28.4	22.2
Influencer Poll 4 (Jun 05)	38.0	34.3	29.7	29.7
Influencer Poll 5 (Dec 05)	35.8	32.5	30.3	30.0

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[52] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 9-5. Influencer Likelihood to Recommend the Air Force: 2003 – 2005[53]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	50.0	38.0	45.6
Influencer Poll 2 (May 04)	41.3	32.3	38.4
Influencer Poll 3 (Nov 04)	33.4	28.3	38.7
Influencer Poll 4 (Jun 05)	43.1	35.2	40.5
Influencer Poll 5 (Dec 05)	40.3	29.7	41.3

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	56.5	45.0	49.5
Influencer Poll 2 (May 04)	51.9	37.4	43.6
Influencer Poll 3 (Nov 04)	30.5	37.1	48.5
Influencer Poll 4 (Jun 05)	‡	44.6	44.3
Influencer Poll 5 (Dec 05)	‡	32.4	49.2

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	46.0	33.5	42.3
Influencer Poll 2 (May 04)	34.8	30.0	35.0
Influencer Poll 3 (Nov 04)	34.9	25.1	32.3
Influencer Poll 4 (Jun 05)	34.2	29.6	37.8
Influencer Poll 5 (Dec 05)	33.1	28.1	37.0

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[53] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 9-6.　　　**Influencer Likelihood to Recommend the Air Force: 2003 – 2005**[54]

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	48.3	47.9	44.8	34.3
Influencer Poll 2 (May 04)	34.9	46.7	35.8	30.6
Influencer Poll 3 (Nov 04)	36.3	37.5	34.9	25.9
Influencer Poll 4 (Jun 05)	41.1	46.7	39.5	34.0
Influencer Poll 5 (Dec 05)	43.2	40.8	33.6	26.5

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	49.8	40.1
Influencer Poll 2 (May 04)	‡	‡	42.3	39.4
Influencer Poll 3 (Nov 04)	‡	‡	44.3	32.9
Influencer Poll 4 (Jun 05)	‡	‡	47.8	37.6
Influencer Poll 5 (Dec 05)	‡	‡	38.8	35.3

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	41.1	41.1	28.4
Influencer Poll 2 (May 04)	31.0	44.7	31.8	23.2
Influencer Poll 3 (Nov 04)	32.9	34.9	30.2	21.3
Influencer Poll 4 (Jun 05)	37.4	36.8	33.3	30.4
Influencer Poll 5 (Dec 05)	40.2	34.0	30.1	19.1

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[54] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-1.   Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005[55]

Male and Female	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.0	27.0	11.4	34.2	16.9
Influencer Poll 2 (May 04)	8.5	23.1	11.0	35.3	21.6
Influencer Poll 3 (Nov 04)	7.7	22.4	9.0	36.7	23.7
Influencer Poll 4 (Jun 05)	10.5	23.8	8.5	30.8	23.6
Influencer Poll 5 (Dec 05)	11.8	22.0	8.2	28.2	27.3

Male	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.5	32.2	11.3	31.4	14.1
Influencer Poll 2 (May 04)	11.4	25.6	9.6	36.1	16.8
Influencer Poll 3 (Nov 04)	10.6	27.5	9.0	31.6	20.4
Influencer Poll 4 (Jun 05)	12.9	26.7	9.9	29.9	18.4
Influencer Poll 5 (Dec 05)	14.1	23.3	7.9	29.5	22.9

Female	Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	9.6	23.4	11.4	36.2	18.8
Influencer Poll 2 (May 04)	6.8	21.7	11.7	34.8	24.2
Influencer Poll 3 (Nov 04)	6.3	19.9	9.0	39.2	25.2
Influencer Poll 4 (Jun 05)	9.0	21.8	7.5	31.4	27.1
Influencer Poll 5 (Dec 05)	10.6	21.2	8.3	27.6	29.7

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[55] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-2.   Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005[56]

Male and Female	Percent (%)	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	30.5	46.2
Influencer Poll 2 (May 04)	23.3	40.5
Influencer Poll 3 (Nov 04)	19.0	38.5
Influencer Poll 4 (Jun 05)	23.5	44.3
Influencer Poll 5 (Dec 05)	21.5	44.1

Male	Percent (%)	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	35.5	52.3
Influencer Poll 2 (May 04)	25.1	48.1
Influencer Poll 3 (Nov 04)	24.5	46.8
Influencer Poll 4 (Jun 05)	29.2	50.0
Influencer Poll 5 (Dec 05)	21.5	51.5

Female	Percent (%)	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	27.2	41.7
Influencer Poll 2 (May 04)	22.5	35.8
Influencer Poll 3 (Nov 04)	16.6	34.1
Influencer Poll 4 (Jun 05)	19.3	40.7
Influencer Poll 5 (Dec 05)	21.5	40.3

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[56] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-3.   **Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005[57]**

Male and Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.8	17.7
Influencer Poll 3 (Nov 04)	25.9	11.1
Influencer Poll 4 (Jun 05)	27.8	18.8
Influencer Poll 5 (Dec 05)	23.4	19.4

Male	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	32.7	‡
Influencer Poll 3 (Nov 04)	33.3	‡
Influencer Poll 4 (Jun 05)	33.3	23.6
Influencer Poll 5 (Dec 05)	24.0	‡

Female	Percent (%)	
(very likely and likely)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	26.6	19.6
Influencer Poll 3 (Nov 04)	22.6	10.1
Influencer Poll 4 (Jun 05)	22.9	15.9
Influencer Poll 5 (Dec 05)	23.0	20.0

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[57] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-4.   Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005[58]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	47.1	34.2	33.8	32.9
Influencer Poll 2 (May 04)	35.3	35.2	26.4	26.9
Influencer Poll 3 (Nov 04)	34.5	31.1	28.4	25.5
Influencer Poll 4 (Jun 05)	38.9	35.6	29.0	30.8
Influencer Poll 5 (Dec 05)	38.4	33.7	25.0	34.1

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	52.5	42.1	35.5	38.2
Influencer Poll 2 (May 04)	‡	39.8	35.9	33.7
Influencer Poll 3 (Nov 04)	40.9	41.0	34.1	35.3
Influencer Poll 4 (Jun 05)	48.6	44.9	33.1	‡
Influencer Poll 5 (Dec 05)	41.8	41.5	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	42.5	29.6	32.8	28.3
Influencer Poll 2 (May 04)	34.1	33.0	20.4	21.4
Influencer Poll 3 (Nov 04)	31.4	26.8	25.6	19.7
Influencer Poll 4 (Jun 05)	33.1	30.0	25.9	33.9
Influencer Poll 5 (Dec 05)	36.8	29.9	25.7	31.7

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[58] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-5. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005[59]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	38.7	33.8	40.6
Influencer Poll 2 (May 04)	36.7	29.3	31.1
Influencer Poll 3 (Nov 04)	35.2	24.8	32.9
Influencer Poll 4 (Jun 05)	41.1	28.5	36.9
Influencer Poll 5 (Dec 05)	39.8	27.1	37.2

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	44.4	39.2	46.2
Influencer Poll 2 (May 04)	44.4	35.2	34.0
Influencer Poll 3 (Nov 04)	35.1	32.0	45.1
Influencer Poll 4 (Jun 05)	‡	33.7	39.0
Influencer Poll 5 (Dec 05)	‡	29.1	40.1

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	35.1	30.4	35.8
Influencer Poll 2 (May 04)	32.0	26.6	29.2
Influencer Poll 3 (Nov 04)	35.3	22.1	24.9
Influencer Poll 4 (Jun 05)	31.6	25.4	35.4
Influencer Poll 5 (Dec 05)	35.0	26.0	35.6

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[59] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-6.   **Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005**[60]

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	47.6	39.3	37.3	31.1
Influencer Poll 2 (May 04)	32.0	39.3	29.5	28.6
Influencer Poll 3 (Nov 04)	33.0	36.9	30.7	23.2
Influencer Poll 4 (Jun 05)	36.6	41.7	34.0	28.0
Influencer Poll 5 (Dec 05)	41.4	37.8	31.2	24.2

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	43.3	36.9
Influencer Poll 2 (May 04)	‡	‡	33.7	35.8
Influencer Poll 3 (Nov 04)	‡	‡	38.1	31.7
Influencer Poll 4 (Jun 05)	‡	‡	37.1	31.6
Influencer Poll 5 (Dec 05)	‡	‡	35.1	28.6

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	35.0	32.7	25.2
Influencer Poll 2 (May 04)	27.9	37.4	27.0	22.6
Influencer Poll 3 (Nov 04)	29.6	32.1	27.1	17.6
Influencer Poll 4 (Jun 05)	33.3	31.9	31.7	24.4
Influencer Poll 5 (Dec 05)	39.7	33.5	28.5	20.6

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[60] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 11-1.   Influencer Likelihood to Recommend the Reserves: 2003 – 2005[61]

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	11.5	34.0	11.3	27.3	15.5
Influencer Poll 2 (May 04)	10.0	25.9	10.7	32.5	20.5
Influencer Poll 3 (Nov 04)	7.7	25.0	9.2	35.6	22.2
Influencer Poll 4 (Jun 05)	10.1	26.5	9.3	30.7	21.4
Influencer Poll 5 (Dec 05)	12.2	24.3	8.8	26.0	26.7

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.7	36.5	10.9	28.7	13.1
Influencer Poll 2 (May 04)	11.7	28.5	9.6	32.7	16.8
Influencer Poll 3 (Nov 04)	9.6	26.5	9.4	34.9	19.2
Influencer Poll 4 (Jun 05)	10.3	30.5	10.7	30.7	16.2
Influencer Poll 5 (Dec 05)	13.0	24.8	9.2	27.5	23.5

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	12.1	32.2	11.5	26.3	17.2
Influencer Poll 2 (May 04)	9.1	24.5	11.3	32.4	22.5
Influencer Poll 3 (Nov 04)	6.8	24.3	9.0	36.0	23.7
Influencer Poll 4 (Jun 05)	9.9	23.8	8.3	30.8	24.8
Influencer Poll 5 (Dec 05)	11.7	23.9	8.6	25.2	28.4

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[61] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 11-2.   **Influencer Likelihood to Recommend the Reserves: 2003 – 2005[62]**

Male and Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	36.7	57.9
Influencer Poll 2 (May 04)	27.3	45.2
Influencer Poll 3 (Nov 04)	21.8	41.0
Influencer Poll 4 (Jun 05)	26.8	45.5
Influencer Poll 5 (Dec 05)	24.2	46.8

Male	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	36.6	61.3
Influencer Poll 2 (May 04)	29.8	49.8
Influencer Poll 3 (Nov 04)	24.5	43.5
Influencer Poll 4 (Jun 05)	30.8	50.8
Influencer Poll 5 (Dec 05)	26.2	48.1

Female	**Percent (%)**	
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	36.8	55.3
Influencer Poll 2 (May 04)	26.1	42.3
Influencer Poll 3 (Nov 04)	20.6	39.7
Influencer Poll 4 (Jun 05)	23.9	42.2
Influencer Poll 5 (Dec 05)	23.1	46.1

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[62] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 11-3.   Influencer Likelihood to Recommend the Reserves: 2003 – 2005[63]

Male and Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.5	21.7
Influencer Poll 3 (Nov 04)	28.1	14.6
Influencer Poll 4 (Jun 05)	32.2	20.8
Influencer Poll 5 (Dec 05)	25.0	23.2

Male	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	34.5	‡
Influencer Poll 3 (Nov 04)	32.4	‡
Influencer Poll 4 (Jun 05)	37.4	21.7
Influencer Poll 5 (Dec 05)	28.0	‡

Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	29.7	22.0
Influencer Poll 3 (Nov 04)	26.2	14.5
Influencer Poll 4 (Jun 05)	27.6	20.3
Influencer Poll 5 (Dec 05)	23.0	23.1

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[63] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

TABLE 11-4.   Influencer Likelihood to Recommend the Reserves: 2003 – 2005[64]

Male and Female	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	55.8	43.6	43.6	37.4
Influencer Poll 2 (May 04)	40.6	37.6	32.7	30.8
Influencer Poll 3 (Nov 04)	41.3	32.6	30.3	26.4
Influencer Poll 4 (Jun 05)	45.5	33.4	33.0	30.4
Influencer Poll 5 (Dec 05)	43.6	34.7	29.6	32.2

Male	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	57.4	48.4	44.5	34.3
Influencer Poll 2 (May 04)	‡	41.4	40.2	35.6
Influencer Poll 3 (Nov 04)	42.7	38.5	32.5	30.2
Influencer Poll 4 (Jun 05)	52.0	40.6	37.2	‡
Influencer Poll 5 (Dec 05)	50.7	35.4	‡	‡

Female	**Percent (%)**			
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	54.5	40.9	42.9	40.0
Influencer Poll 2 (May 04)	39.4	35.8	28.0	27.0
Influencer Poll 3 (Nov 04)	40.6	30.0	29.2	24.2
Influencer Poll 4 (Jun 05)	41.6	29.2	29.7	31.4
Influencer Poll 5 (Dec 05)	40.3	34.3	31.6	32.5

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[64] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 11-5.   Influencer Likelihood to Recommend the Reserves: 2003 – 2005[65]

Male and Female	**Percent (%)**		
(very likely and likely)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	53.5	39.8	48.1
Influencer Poll 2 (May 04)	43.4	33.0	34.6
Influencer Poll 3 (Nov 04)	37.8	26.6	36.6
Influencer Poll 4 (Jun 05)	46.4	31.8	37.1
Influencer Poll 5 (Dec 05)	41.5	30.6	39.5

Male	**Percent (%)**		
(very likely and likely)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	60.2	41.9	46.2
Influencer Poll 2 (May 04)	50.9	39.6	33.3
Influencer Poll 3 (Nov 04)	34.4	30.9	41.7
Influencer Poll 4 (Jun 05)	‡	37.0	37.7
Influencer Poll 5 (Dec 05)	‡	30.2	41.1

Female	**Percent (%)**		
(very likely and likely)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	49.4	38.4	49.8
Influencer Poll 2 (May 04)	38.8	30.0	35.4
Influencer Poll 3 (Nov 04)	39.5	25.1	33.2
Influencer Poll 4 (Jun 05)	38.5	28.7	36.6
Influencer Poll 5 (Dec 05)	38.8	30.9	38.6

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[65] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 11-6.   **Influencer Likelihood to Recommend the Reserves: 2003 – 2005**[66]

Male and Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	55.2	51.3	46.1	35.9
Influencer Poll 2 (May 04)	35.4	48.4	35.1	28.9
Influencer Poll 3 (Nov 04)	41.4	38.9	32.8	24.7
Influencer Poll 4 (Jun 05)	43.1	45.0	37.8	28.0
Influencer Poll 5 (Dec 05)	47.7	41.1	32.4	22.7

Male	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	45.8	40.1
Influencer Poll 2 (May 04)	‡	‡	37.7	37.2
Influencer Poll 3 (Nov 04)	‡	‡	36.9	28.6
Influencer Poll 4 (Jun 05)	‡	‡	39.3	33.8
Influencer Poll 5 (Dec 05)	‡	‡	35.1	26.9

Female	**Percent (%)**			
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	47.8	46.4	31.6
Influencer Poll 2 (May 04)	32.6	46.9	33.6	22.0
Influencer Poll 3 (Nov 04)	38.2	37.7	30.8	22.1
Influencer Poll 4 (Jun 05)	40.1	37.5	36.7	22.2
Influencer Poll 5 (Dec 05)	46.0	37.9	30.6	19.1

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[66] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 12-1.   Influencer Likelihood to Recommend the National Guard: 2003 – 2005[67]

Male and Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.4	32.2	12.1	28.6	16.5
Influencer Poll 2 (May 04)	9.0	24.1	11.8	33.7	21.0
Influencer Poll 3 (Nov 04)	7.4	24.2	10.0	36.3	21.6
Influencer Poll 4 (Jun 05)	9.5	24.6	9.6	31.0	22.7
Influencer Poll 5 (Dec 05)	11.4	22.6	9.6	26.6	27.3

Male	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.7	35.9	11.9	27.9	13.3
Influencer Poll 2 (May 04)	10.5	27.1	9.9	34.5	17.3
Influencer Poll 3 (Nov 04)	8.6	25.7	10.4	35.1	19.8
Influencer Poll 4 (Jun 05)	10.5	26.5	10.7	32.3	18.4
Influencer Poll 5 (Dec 05)	12.3	24.4	9.0	27.3	25.1

Female	Percent (%)				
Wave	**Very Likely**	**Likely**	**Neither**	**Unlikely**	**Very Unlikely**
Influencer Poll 1 (Aug 03)	10.2	29.7	12.2	29.0	18.7
Influencer Poll 2 (May 04)	8.2	22.4	12.9	33.2	23.1
Influencer Poll 3 (Nov 04)	6.9	23.5	9.8	36.9	22.5
Influencer Poll 4 (Jun 05)	8.9	23.4	8.9	30.1	25.6
Influencer Poll 5 (Dec 05)	10.9	21.6	10.0	26.3	28.5

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[67] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE **12-2.**   **Influencer Likelihood to Recommend the National Guard: 2003 – 2005**[68]

Male and Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	34.8	53.6
Influencer Poll 2 (May 04)	25.2	41.7
Influencer Poll 3 (Nov 04)	20.3	40.3
Influencer Poll 4 (Jun 05)	24.6	42.9
Influencer Poll 5 (Dec 05)	22.2	44.0

Male	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	38.6	57.2
Influencer Poll 2 (May 04)	26.5	48.1
Influencer Poll 3 (Nov 04)	22.5	41.9
Influencer Poll 4 (Jun 05)	26.5	47.6
Influencer Poll 5 (Dec 05)	22.9	49.0

Female	Percent (%)	
(very likely and likely)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	32.2	51.0
Influencer Poll 2 (May 04)	24.5	37.7
Influencer Poll 3 (Nov 04)	19.4	39.5
Influencer Poll 4 (Jun 05)	23.3	40.0
Influencer Poll 5 (Dec 05)	21.8	41.4

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[68] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 12-3.   Influencer Likelihood to Recommend the National Guard: 2003 – 2005[69]

Male and Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.1	21.4
Influencer Poll 3 (Nov 04)	25.9	13.9
Influencer Poll 4 (Jun 05)	30.0	18.8
Influencer Poll 5 (Dec 05)	22.8	21.5

Male	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.8	‡
Influencer Poll 3 (Nov 04)	27.9	‡
Influencer Poll 4 (Jun 05)	31.3	19.8
Influencer Poll 5 (Dec 05)	24.8	‡

Female	Percent (%)	
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	26.0	23.4
Influencer Poll 3 (Nov 04)	25.0	13.2
Influencer Poll 4 (Jun 05)	28.8	18.1
Influencer Poll 5 (Dec 05)	21.5	22.1

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[69] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
 ‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 12-4. Influencer Likelihood to Recommend the National Guard: 2003 – 2005[70]

Male and Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	54.2	40.0	38.3	37.4
Influencer Poll 2 (May 04)	38.0	36.8	28.1	26.4
Influencer Poll 3 (Nov 04)	39.5	33.1	28.7	24.2
Influencer Poll 4 (Jun 05)	40.7	34.0	29.0	29.4
Influencer Poll 5 (Dec 05)	41.7	33.7	24.6	28.9

Male	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	59.6	47.2	39.1	36.3
Influencer Poll 2 (May 04)	‡	42.9	36.8	28.7
Influencer Poll 3 (Nov 04)	41.8	38.5	28.5	27.6
Influencer Poll 4 (Jun 05)	48.0	37.0	31.4	‡
Influencer Poll 5 (Dec 05)	48.6	38.5	‡	‡

Female	Percent (%)			
(very likely and likely)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	49.7	35.8	37.9	38.3
Influencer Poll 2 (May 04)	36.5	34.0	22.6	24.6
Influencer Poll 3 (Nov 04)	38.4	30.8	28.8	22.2
Influencer Poll 4 (Jun 05)	36.3	32.2	27.2	30.5
Influencer Poll 5 (Dec 05)	38.4	31.3	27.6	26.7

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[70] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 12-5.   Influencer Likelihood to Recommend the National Guard: 2003 – 2005[71]

Male and Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	47.5	37.7	46.3
Influencer Poll 2 (May 04)	39.9	30.8	31.6
Influencer Poll 3 (Nov 04)	35.5	26.3	35.6
Influencer Poll 4 (Jun 05)	41.6	29.9	35.1
Influencer Poll 5 (Dec 05)	38.6	27.5	37.9

Male	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	55.6	41.4	47.8
Influencer Poll 2 (May 04)	50.0	34.6	32.7
Influencer Poll 3 (Nov 04)	32.1	31.4	38.2
Influencer Poll 4 (Jun 05)	‡	31.0	36.8
Influencer Poll 5 (Dec 05)	‡	29.1	41.1

Female	Percent (%)		
(very likely and likely)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	42.5	35.2	45.1
Influencer Poll 2 (May 04)	33.7	28.9	30.8
Influencer Poll 3 (Nov 04)	37.2	24.4	33.9
Influencer Poll 4 (Jun 05)	35.0	29.3	33.9
Influencer Poll 5 (Dec 05)	36.3	26.6	36.2

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[71] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 12-6.　　Influencer Likelihood to Recommend the National Guard: 2003 – 2005[72]

Male and Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	55.9	43.4	43.1	34.6
Influencer Poll 2 (May 04)	32.6	43.4	32.5	25.6
Influencer Poll 3 (Nov 04)	40.0	37.2	31.7	23.7
Influencer Poll 4 (Jun 05)	38.6	40.4	36.6	26.1
Influencer Poll 5 (Dec 05)	43.5	38.1	31.5	20.8

Male	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	44.1	39.5
Influencer Poll 2 (May 04)	‡	‡	34.9	31.4
Influencer Poll 3 (Nov 04)	‡	‡	35.8	24.8
Influencer Poll 4 (Jun 05)	‡	‡	39.3	27.8
Influencer Poll 5 (Dec 05)	‡	‡	34.3	26.9

Female	Percent (%)			
(very likely and likely)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	38.9	41.8	29.7
Influencer Poll 2 (May 04)	27.9	39.7	31.1	20.7
Influencer Poll 3 (Nov 04)	34.9	36.1	29.6	23.0
Influencer Poll 4 (Jun 05)	36.1	35.4	34.6	24.4
Influencer Poll 5 (Dec 05)	41.5	34.5	29.5	15.6

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[72] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-1.   Influencer U.S. Military favorability: 2003 – 2005[73]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.8
Influencer Poll 3 (Nov 04)	7.5
Influencer Poll 4 (Jun 05)	7.6
Influencer Poll 5 (Dec 05)	7.3

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.9
Influencer Poll 3 (Nov 04)	7.7
Influencer Poll 4 (Jun 05)	7.9
Influencer Poll 5 (Dec 05)	7.4

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.7
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.4
Influencer Poll 5 (Dec 05)	7.2

---

[73] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

TABLE 13-2.   Influencer U.S. Military favorability: 2003 – 2005[74]

Male and Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.1	8.0
Influencer Poll 2 (May 04)	8.0	7.6
Influencer Poll 3 (Nov 04)	7.6	7.4
Influencer Poll 4 (Jun 05)	7.5	7.7
Influencer Poll 5 (Dec 05)	7.2	7.3

Male

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.1	8.1
Influencer Poll 2 (May 04)	8.0	7.8
Influencer Poll 3 (Nov 04)	7.7	7.6
Influencer Poll 4 (Jun 05)	7.7	8.0
Influencer Poll 5 (Dec 05)	7.4	7.5

Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.1	8.0
Influencer Poll 2 (May 04)	7.9	7.4
Influencer Poll 3 (Nov 04)	7.6	7.3
Influencer Poll 4 (Jun 05)	7.4	7.5
Influencer Poll 5 (Dec 05)	7.0	7.3

---

[74] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-3.   Influencer U.S. Military favorability: 2003 – 2005[75]

Male and Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	8.0
Influencer Poll 3 (Nov 04)	7.7	7.5
Influencer Poll 4 (Jun 05)	7.5	7.5
Influencer Poll 5 (Dec 05)	7.3	7.0

Male

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	‡
Influencer Poll 3 (Nov 04)	7.7	‡
Influencer Poll 4 (Jun 05)	7.6	7.9
Influencer Poll 5 (Dec 05)	7.6	7.2

Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	8.1
Influencer Poll 3 (Nov 04)	7.7	7.5
Influencer Poll 4 (Jun 05)	7.4	7.3
Influencer Poll 5 (Dec 05)	7.1	6.9

---

[75] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-4.   **Influencer U.S. Military favorability: 2003 – 2005**[76]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	8.0	7.8	8.0
Influencer Poll 2 (May 04)	7.8	7.9	7.9	7.4
Influencer Poll 3 (Nov 04)	7.9	7.6	7.3	7.0
Influencer Poll 4 (Jun 05)	7.7	7.8	7.4	7.5
Influencer Poll 5 (Dec 05)	7.4	7.3	7.0	7.2

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	8.0	8.0	7.8
Influencer Poll 2 (May 04)	‡	7.9	8.2	7.5
Influencer Poll 3 (Nov 04)	8.0	7.7	7.4	7.5
Influencer Poll 4 (Jun 05)	8.0	7.8	7.7	‡
Influencer Poll 5 (Dec 05)	7.7	7.6	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.5	8.0	7.7	8.2
Influencer Poll 2 (May 04)	7.7	7.8	7.8	7.2
Influencer Poll 3 (Nov 04)	7.9	7.6	7.3	6.7
Influencer Poll 4 (Jun 05)	7.4	7.8	7.1	7.2
Influencer Poll 5 (Dec 05)	7.3	7.1	7.1	7.1

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[76] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-5.   Influencer U.S. Military favorability: 2003 – 2005[77]

Male and Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.2	8.0
Influencer Poll 2 (May 04)	7.6	7.8	7.8
Influencer Poll 3 (Nov 04)	7.1	7.6	7.8
Influencer Poll 4 (Jun 05)	7.8	7.6	7.6
Influencer Poll 5 (Dec 05)	6.9	7.2	7.5

Male

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.2	8.0
Influencer Poll 2 (May 04)	7.8	7.8	8.1
Influencer Poll 3 (Nov 04)	7.2	7.8	7.9
Influencer Poll 4 (Jun 05)	‡	7.9	7.7
Influencer Poll 5 (Dec 05)	‡	7.5	7.5

Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	8.0	8.1	8.1
Influencer Poll 2 (May 04)	7.4	7.8	7.7
Influencer Poll 3 (Nov 04)	7.0	7.5	7.7
Influencer Poll 4 (Jun 05)	7.6	7.3	7.5
Influencer Poll 5 (Dec 05)	6.7	7.1	7.4

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[77] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-6.   Influencer U.S. Military favorability: 2003 – 2005[78]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	8.0	8.1	8.1	8.1
Influencer Poll 2 (May 04)	7.2	7.9	7.9	8.0
Influencer Poll 3 (Nov 04)	7.3	7.5	7.4	7.6
Influencer Poll 4 (Jun 05)	7.3	7.6	7.7	7.7
Influencer Poll 5 (Dec 05)	7.5	7.2	7.1	7.2

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	8.1	8.1
Influencer Poll 2 (May 04)	‡	‡	8.1	7.9
Influencer Poll 3 (Nov 04)	‡	‡	7.7	7.7
Influencer Poll 4 (Jun 05)	‡	‡	8.0	8.1
Influencer Poll 5 (Dec 05)	‡	‡	7.6	7.3

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.1	8.1	8.1
Influencer Poll 2 (May 04)	7.1	7.8	7.7	8.1
Influencer Poll 3 (Nov 04)	7.4	7.4	7.3	7.6
Influencer Poll 4 (Jun 05)	7.3	7.5	7.4	7.4
Influencer Poll 5 (Dec 05)	7.5	7.0	6.8	7.0

[78] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-1.   Influencer Army Favorability: 2003 – 2005[79]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.5
Influencer Poll 2 (May 04)	7.2
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.1
Influencer Poll 5 (Dec 05)	6.8

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.1
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.2
Influencer Poll 5 (Dec 05)	6.9

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.3
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.1
Influencer Poll 5 (Dec 05)	6.7

---

[79] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-2.   Influencer Army Favorability: 2003 – 2005[80]

Male and Female		
(mean)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.5	7.5
Influencer Poll 2 (May 04)	7.2	7.2
Influencer Poll 3 (Nov 04)	6.9	7.0
Influencer Poll 4 (Jun 05)	7.0	7.2
Influencer Poll 5 (Dec 05)	6.7	6.9

Male		
(mean)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.3	7.4
Influencer Poll 2 (May 04)	7.1	7.1
Influencer Poll 3 (Nov 04)	6.9	6.9
Influencer Poll 4 (Jun 05)	7.0	7.4
Influencer Poll 5 (Dec 05)	6.9	6.8

Female		
(mean)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.3	7.3
Influencer Poll 3 (Nov 04)	6.9	7.0
Influencer Poll 4 (Jun 05)	7.1	7.1
Influencer Poll 5 (Dec 05)	6.5	6.9

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[80] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-3. Influencer Army Favorability: 2003 – 2005[81]

Male and Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.0	7.4
Influencer Poll 3 (Nov 04)	6.9	6.8
Influencer Poll 4 (Jun 05)	6.8	7.3
Influencer Poll 5 (Dec 05)	6.7	6.6

Male

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.9	‡
Influencer Poll 3 (Nov 04)	6.7	‡
Influencer Poll 4 (Jun 05)	6.7	7.3
Influencer Poll 5 (Dec 05)	6.9	‡

Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.1	7.5
Influencer Poll 3 (Nov 04)	7.0	6.7
Influencer Poll 4 (Jun 05)	6.9	7.2
Influencer Poll 5 (Dec 05)	6.6	6.4

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[81] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-4.   Influencer Army Favorability: 2003 – 2005[82]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.0	7.4	7.3	7.4
Influencer Poll 2 (May 04)	7.5	7.2	7.3	6.8
Influencer Poll 3 (Nov 04)	7.5	6.8	6.9	6.6
Influencer Poll 4 (Jun 05)	7.4	7.1	6.8	6.9
Influencer Poll 5 (Dec 05)	7.0	6.8	6.6	6.7

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	7.9	7.0	7.2	7.1
Influencer Poll 2 (May 04)	‡	7.0	7.1	7.0
Influencer Poll 3 (Nov 04)	7.5	6.7	6.7	6.8
Influencer Poll 4 (Jun 05)	7.4	7.1	6.8	‡
Influencer Poll 5 (Dec 05)	7.2	7.0	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.0	7.6	7.4	7.6
Influencer Poll 2 (May 04)	7.7	7.3	7.4	6.7
Influencer Poll 3 (Nov 04)	7.5	6.9	6.9	6.4
Influencer Poll 4 (Jun 05)	7.4	7.2	6.8	6.6
Influencer Poll 5 (Dec 05)	6.8	6.6	6.8	6.6

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[82] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-5.   Influencer Army Favorability: 2003 – 2005[83]

Male and Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	7.6	7.4
Influencer Poll 2 (May 04)	7.3	7.2	7.3
Influencer Poll 3 (Nov 04)	6.7	7.0	7.0
Influencer Poll 4 (Jun 05)	7.4	7.1	7.0
Influencer Poll 5 (Dec 05)	6.5	6.8	6.9

Male

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.3	7.4	7.2
Influencer Poll 2 (May 04)	7.2	7.0	7.0
Influencer Poll 3 (Nov 04)	6.6	7.1	6.9
Influencer Poll 4 (Jun 05)	‡	7.3	7.0
Influencer Poll 5 (Dec 05)	‡	7.1	6.7

Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.8	7.6	7.5
Influencer Poll 2 (May 04)	7.3	7.2	7.4
Influencer Poll 3 (Nov 04)	6.7	7.0	7.1
Influencer Poll 4 (Jun 05)	7.4	7.0	7.0
Influencer Poll 5 (Dec 05)	6.3	6.7	7.0

---

[83] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-6.   Influencer Army Favorability: 2003 – 2005[84]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.6	7.6	7.4	7.5
Influencer Poll 2 (May 04)	7.2	7.4	7.2	7.3
Influencer Poll 3 (Nov 04)	6.9	7.0	6.9	6.9
Influencer Poll 4 (Jun 05)	7.0	7.3	7.0	7.1
Influencer Poll 5 (Dec 05)	7.1	6.6	6.6	6.5

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.1	7.3
Influencer Poll 2 (May 04)	‡	‡	7.1	7.1
Influencer Poll 3 (Nov 04)	‡	‡	6.9	6.8
Influencer Poll 4 (Jun 05)	‡	‡	7.2	7.2
Influencer Poll 5 (Dec 05)	‡	‡	6.9	6.5

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	7.7	7.7	7.7
Influencer Poll 2 (May 04)	7.2	7.5	7.2	7.4
Influencer Poll 3 (Nov 04)	7.0	6.9	6.8	7.0
Influencer Poll 4 (Jun 05)	7.0	7.4	6.9	7.0
Influencer Poll 5 (Dec 05)	7.1	6.4	6.4	6.6

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[84] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-1. Influencer Navy Favorability: 2003 – 2005[85]

Male and Female

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.6
Influencer Poll 5 (Dec 05)	7.3

Male

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.5
Influencer Poll 4 (Jun 05)	7.7
Influencer Poll 5 (Dec 05)	7.5

Female

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.7
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.5
Influencer Poll 5 (Dec 05)	7.2

---

[85] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-2.   Influencer Navy Favorability: 2003 – 2005[86]

Male and Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.9
Influencer Poll 2 (May 04)	7.8	7.5
Influencer Poll 3 (Nov 04)	7.4	7.4
Influencer Poll 4 (Jun 05)	7.5	7.7
Influencer Poll 5 (Dec 05)	7.1	7.5

Male

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.8	7.5
Influencer Poll 3 (Nov 04)	7.4	7.5
Influencer Poll 4 (Jun 05)	7.5	8.0
Influencer Poll 5 (Dec 05)	7.4	7.6

Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.0	7.9
Influencer Poll 2 (May 04)	7.8	7.5
Influencer Poll 3 (Nov 04)	7.5	7.3
Influencer Poll 4 (Jun 05)	7.4	7.6
Influencer Poll 5 (Dec 05)	7.0	7.5

---

[86] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-3.   Influencer Navy Favorability: 2003 – 2005[87]

Male and Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	7.7
Influencer Poll 3 (Nov 04)	7.5	7.4
Influencer Poll 4 (Jun 05)	7.3	7.7
Influencer Poll 5 (Dec 05)	7.2	7.0

Male

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	‡
Influencer Poll 3 (Nov 04)	7.3	‡
Influencer Poll 4 (Jun 05)	7.4	7.7
Influencer Poll 5 (Dec 05)	7.3	‡

Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	7.8
Influencer Poll 3 (Nov 04)	7.6	7.4
Influencer Poll 4 (Jun 05)	7.1	7.6
Influencer Poll 5 (Dec 05)	7.1	6.9

---

[87] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-4.   Influencer Navy Favorability: 2003 – 2005[88]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	7.7	7.7	7.8
Influencer Poll 2 (May 04)	7.7	7.6	7.9	7.4
Influencer Poll 3 (Nov 04)	7.7	7.4	7.3	7.0
Influencer Poll 4 (Jun 05)	7.6	7.8	7.4	7.5
Influencer Poll 5 (Dec 05)	7.3	7.3	7.3	7.5

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	7.6	7.8	7.6
Influencer Poll 2 (May 04)	‡	7.7	7.8	7.3
Influencer Poll 3 (Nov 04)	7.8	7.3	7.3	7.5
Influencer Poll 4 (Jun 05)	7.8	7.8	7.6	‡
Influencer Poll 5 (Dec 05)	7.4	7.7	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	7.8	7.7	8.0
Influencer Poll 2 (May 04)	7.8	7.5	7.9	7.4
Influencer Poll 3 (Nov 04)	7.7	7.5	7.4	6.8
Influencer Poll 4 (Jun 05)	7.4	7.8	7.3	7.3
Influencer Poll 5 (Dec 05)	7.3	7.0	7.4	7.4

---

[88] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-5.   Influencer Navy Favorability: 2003 – 2005[89]

Male and Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	8.0	7.9
Influencer Poll 2 (May 04)	7.5	7.6	7.8
Influencer Poll 3 (Nov 04)	6.9	7.4	7.8
Influencer Poll 4 (Jun 05)	7.9	7.5	7.6
Influencer Poll 5 (Dec 05)	6.8	7.2	7.7

Male

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.4	8.0	7.9
Influencer Poll 2 (May 04)	7.6	7.5	7.8
Influencer Poll 3 (Nov 04)	7.0	7.4	7.8
Influencer Poll 4 (Jun 05)	‡	7.7	7.7
Influencer Poll 5 (Dec 05)	‡	7.5	7.7

Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.7	8.1	7.9
Influencer Poll 2 (May 04)	7.4	7.7	7.8
Influencer Poll 3 (Nov 04)	6.8	7.4	7.8
Influencer Poll 4 (Jun 05)	7.8	7.3	7.5
Influencer Poll 5 (Dec 05)	6.7	7.1	7.7

---

[89] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-6.   Influencer Navy Favorability: 2003 – 2005[90]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.8	7.9	7.9	8.0
Influencer Poll 2 (May 04)	7.3	7.7	7.7	7.8
Influencer Poll 3 (Nov 04)	7.3	7.3	7.3	7.6
Influencer Poll 4 (Jun 05)	7.5	7.8	7.5	7.7
Influencer Poll 5 (Dec 05)	7.3	7.3	7.1	7.4

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.8	7.9
Influencer Poll 2 (May 04)	‡	‡	7.8	7.5
Influencer Poll 3 (Nov 04)	‡	‡	7.4	7.6
Influencer Poll 4 (Jun 05)	‡	‡	7.7	7.9
Influencer Poll 5 (Dec 05)	‡	‡	7.5	7.6

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.0	8.0	8.1
Influencer Poll 2 (May 04)	7.4	7.8	7.6	7.9
Influencer Poll 3 (Nov 04)	7.3	7.2	7.3	7.6
Influencer Poll 4 (Jun 05)	7.5	7.7	7.4	7.4
Influencer Poll 5 (Dec 05)	7.2	7.3	6.9	7.3

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[90] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 16-1.   Influencer Marine Corps Favorability: 2003 – 2005[91]

Male and Female

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.3
Influencer Poll 5 (Dec 05)	7.1

Male

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4
Influencer Poll 5 (Dec 05)	7.2

Female

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.5
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.3
Influencer Poll 5 (Dec 05)	7.1

---

[91] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 16-2.   Influencer Marine Corps Favorability: 2003 – 2005[92]

Male and Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.5	7.4
Influencer Poll 3 (Nov 04)	7.2	7.2
Influencer Poll 4 (Jun 05)	7.2	7.5
Influencer Poll 5 (Dec 05)	6.9	7.3

Male

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.8	7.7
Influencer Poll 2 (May 04)	7.5	7.3
Influencer Poll 3 (Nov 04)	7.3	7.2
Influencer Poll 4 (Jun 05)	7.2	7.7
Influencer Poll 5 (Dec 05)	7.0	7.3

Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.0	7.8
Influencer Poll 2 (May 04)	7.5	7.5
Influencer Poll 3 (Nov 04)	7.1	7.2
Influencer Poll 4 (Jun 05)	7.1	7.4
Influencer Poll 5 (Dec 05)	6.9	7.3

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[92] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 16-3.   Influencer Marine Corps Favorability: 2003 – 2005[93]

Male and Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	7.7
Influencer Poll 3 (Nov 04)	7.3	7.1
Influencer Poll 4 (Jun 05)	7.0	7.4
Influencer Poll 5 (Dec 05)	7.0	6.8

Male

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	‡
Influencer Poll 3 (Nov 04)	7.3	‡
Influencer Poll 4 (Jun 05)	7.0	7.5
Influencer Poll 5 (Dec 05)	6.9	‡

Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	7.7
Influencer Poll 3 (Nov 04)	7.2	7.0
Influencer Poll 4 (Jun 05)	7.0	7.3
Influencer Poll 5 (Dec 05)	7.1	6.7

---

[93] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 16-4.   Influencer Marine Corps Favorability: 2003 – 2005[94]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	7.6	7.6	7.8
Influencer Poll 2 (May 04)	7.6	7.3	7.7	7.2
Influencer Poll 3 (Nov 04)	7.6	7.2	7.1	6.9
Influencer Poll 4 (Jun 05)	7.3	7.4	7.2	7.4
Influencer Poll 5 (Dec 05)	7.3	7.0	7.0	7.0

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.2	7.4	7.8	7.6
Influencer Poll 2 (May 04)	‡	7.3	7.5	7.3
Influencer Poll 3 (Nov 04)	7.6	7.2	7.0	7.3
Influencer Poll 4 (Jun 05)	7.5	7.3	7.4	‡
Influencer Poll 5 (Dec 05)	7.5	7.1	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	7.8	7.6	8.1
Influencer Poll 2 (May 04)	7.7	7.3	7.8	7.1
Influencer Poll 3 (Nov 04)	7.6	7.2	7.1	6.7
Influencer Poll 4 (Jun 05)	7.1	7.5	7.1	7.2
Influencer Poll 5 (Dec 05)	7.1	7.0	7.2	7.0

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[94] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 16-5.   Influencer Marine Corps Favorability: 2003 – 2005[95]

Male and Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.8	8.0	7.6
Influencer Poll 2 (May 04)	7.4	7.5	7.4
Influencer Poll 3 (Nov 04)	7.0	7.2	7.3
Influencer Poll 4 (Jun 05)	7.5	7.2	7.4
Influencer Poll 5 (Dec 05)	7.0	7.0	7.3

Male

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	8.1	7.4
Influencer Poll 2 (May 04)	7.4	7.5	7.2
Influencer Poll 3 (Nov 04)	7.1	7.3	7.2
Influencer Poll 4 (Jun 05)	‡	7.5	7.3
Influencer Poll 5 (Dec 05)	‡	7.3	7.0

Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.0	7.8
Influencer Poll 2 (May 04)	7.4	7.5	7.6
Influencer Poll 3 (Nov 04)	6.9	7.2	7.4
Influencer Poll 4 (Jun 05)	7.5	7.0	7.4
Influencer Poll 5 (Dec 05)	6.8	6.8	7.4

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[95] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 16-6.   Influencer Marine Corps Favorability: 2003 – 2005[96]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.6	7.8	7.9	8.0
Influencer Poll 2 (May 04)	7.2	7.6	7.4	7.6
Influencer Poll 3 (Nov 04)	7.1	7.2	7.0	7.5
Influencer Poll 4 (Jun 05)	7.3	7.3	7.2	7.6
Influencer Poll 5 (Dec 05)	7.2	7.0	6.9	6.9

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.8	7.9
Influencer Poll 2 (May 04)	‡	‡	7.4	7.5
Influencer Poll 3 (Nov 04)	‡	‡	7.0	7.5
Influencer Poll 4 (Jun 05)	‡	‡	7.3	7.7
Influencer Poll 5 (Dec 05)	‡	‡	7.0	6.9

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.0	7.9	8.0
Influencer Poll 2 (May 04)	7.3	7.7	7.4	7.6
Influencer Poll 3 (Nov 04)	7.1	7.1	7.0	7.5
Influencer Poll 4 (Jun 05)	7.3	7.4	7.1	7.5
Influencer Poll 5 (Dec 05)	7.2	7.0	6.8	7.0

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[96] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 17-1.   Influencer Air Force Favorability: 2003 – 2005[97]

Male and Female

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	8.2
Influencer Poll 2 (May 04)	8.1
Influencer Poll 3 (Nov 04)	7.7
Influencer Poll 4 (Jun 05)	7.9
Influencer Poll 5 (Dec 05)	7.7

Male

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	8.3
Influencer Poll 2 (May 04)	8.1
Influencer Poll 3 (Nov 04)	7.8
Influencer Poll 4 (Jun 05)	8.0
Influencer Poll 5 (Dec 05)	8.0

Female

(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	8.2
Influencer Poll 2 (May 04)	8.0
Influencer Poll 3 (Nov 04)	7.7
Influencer Poll 4 (Jun 05)	7.9
Influencer Poll 5 (Dec 05)	7.5

---

[97] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 17-2.   Influencer Air Force Favorability: 2003 – 2005[98]

Male and Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	8.0
Influencer Poll 3 (Nov 04)	7.9	7.6
Influencer Poll 4 (Jun 05)	7.9	8.0
Influencer Poll 5 (Dec 05)	7.6	7.8

Male

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	8.1
Influencer Poll 3 (Nov 04)	7.9	7.8
Influencer Poll 4 (Jun 05)	7.8	8.2
Influencer Poll 5 (Dec 05)	7.9	8.0

Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	7.9
Influencer Poll 3 (Nov 04)	7.8	7.6
Influencer Poll 4 (Jun 05)	7.9	7.8
Influencer Poll 5 (Dec 05)	7.4	7.6

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[98] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 17-3.   Influencer Air Force Favorability: 2003 – 2005[99]

Male and Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	8.1
Influencer Poll 3 (Nov 04)	7.9	7.8
Influencer Poll 4 (Jun 05)	7.7	8.0
Influencer Poll 5 (Dec 05)	7.8	7.4

Male

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	‡
Influencer Poll 3 (Nov 04)	7.8	‡
Influencer Poll 4 (Jun 05)	7.7	7.9
Influencer Poll 5 (Dec 05)	8.1	‡

Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	8.2
Influencer Poll 3 (Nov 04)	8.0	7.7
Influencer Poll 4 (Jun 05)	7.8	8.1
Influencer Poll 5 (Dec 05)	7.5	7.3

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[99] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 17-4.   Influencer Air Force Favorability: 2003 – 2005[100]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.5	8.1	8.1	8.2
Influencer Poll 2 (May 04)	8.0	8.1	8.3	7.7
Influencer Poll 3 (Nov 04)	8.0	7.8	7.7	7.3
Influencer Poll 4 (Jun 05)	7.8	8.2	7.7	7.9
Influencer Poll 5 (Dec 05)	7.7	7.7	7.6	7.5

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.6	8.2	8.1	8.1
Influencer Poll 2 (May 04)	‡	8.1	8.4	7.9
Influencer Poll 3 (Nov 04)	8.3	7.7	7.6	7.8
Influencer Poll 4 (Jun 05)	7.9	8.2	7.8	‡
Influencer Poll 5 (Dec 05)	8.0	8.2	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.5	8.1	8.1	8.4
Influencer Poll 2 (May 04)	8.1	8.1	8.3	7.7
Influencer Poll 3 (Nov 04)	7.9	7.9	7.7	7.1
Influencer Poll 4 (Jun 05)	7.8	8.2	7.6	7.7
Influencer Poll 5 (Dec 05)	7.6	7.5	7.5	7.4

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[100] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 17-5.   Influencer Air Force Favorability: 2003 – 2005[101]

Male and Female			
(mean)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2
Influencer Poll 2 (May 04)	7.9	8.0	8.2
Influencer Poll 3 (Nov 04)	7.2	7.8	8.0
Influencer Poll 4 (Jun 05)	8.1	7.9	7.8
Influencer Poll 5 (Dec 05)	7.2	7.7	7.8

Male			
(mean)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.4	8.3
Influencer Poll 2 (May 04)	8.1	7.9	8.3
Influencer Poll 3 (Nov 04)	7.4	8.0	8.0
Influencer Poll 4 (Jun 05)	‡	8.1	7.8
Influencer Poll 5 (Dec 05)	‡	8.1	7.9

Female			
(mean)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2
Influencer Poll 2 (May 04)	7.8	8.1	8.2
Influencer Poll 3 (Nov 04)	7.2	7.8	8.0
Influencer Poll 4 (Jun 05)	8.0	7.8	7.9
Influencer Poll 5 (Dec 05)	6.9	7.5	7.8

---

[101] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

TABLE 17-6.   Influencer Air Force Favorability: 2003 – 2005[102]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2	8.3
Influencer Poll 2 (May 04)	7.7	8.2	8.2	8.1
Influencer Poll 3 (Nov 04)	7.5	7.7	7.7	7.9
Influencer Poll 4 (Jun 05)	7.6	8.1	7.9	8.0
Influencer Poll 5 (Dec 05)	7.7	7.6	7.5	7.7

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	8.2	8.3
Influencer Poll 2 (May 04)	‡	‡	8.3	7.8
Influencer Poll 3 (Nov 04)	‡	‡	7.7	7.9
Influencer Poll 4 (Jun 05)	‡	‡	8.0	8.1
Influencer Poll 5 (Dec 05)	‡	‡	7.9	8.1

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.3	8.2	8.4
Influencer Poll 2 (May 04)	7.5	8.2	8.1	8.3
Influencer Poll 3 (Nov 04)	7.4	7.7	7.7	8.0
Influencer Poll 4 (Jun 05)	7.6	8.2	7.9	8.0
Influencer Poll 5 (Dec 05)	7.6	7.5	7.2	7.4

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[102] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-1.   Influencer Coast Guard Favorability: 2003 – 2005[103]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4
Influencer Poll 5 (Dec 05)	7.2

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.4
Influencer Poll 5 (Dec 05)	7.4

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.4
Influencer Poll 5 (Dec 05)	7.1

---

[103] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-2.   Influencer Coast Guard Favorability: 2003 – 2005[104]

Male and Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.8	7.6
Influencer Poll 2 (May 04)	7.7	7.4
Influencer Poll 3 (Nov 04)	7.3	7.3
Influencer Poll 4 (Jun 05)	7.3	7.5
Influencer Poll 5 (Dec 05)	7.0	7.3

Male

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.7	7.4
Influencer Poll 3 (Nov 04)	7.5	7.4
Influencer Poll 4 (Jun 05)	7.2	7.5
Influencer Poll 5 (Dec 05)	7.3	7.5

Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.8	7.7
Influencer Poll 2 (May 04)	7.7	7.4
Influencer Poll 3 (Nov 04)	7.3	7.2
Influencer Poll 4 (Jun 05)	7.3	7.4
Influencer Poll 5 (Dec 05)	6.9	7.3

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[104] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-3.   Influencer Coast Guard Favorability: 2003 – 2005[105]

Male and Female		
(mean)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.7	7.7
Influencer Poll 3 (Nov 04)	7.4	7.2
Influencer Poll 4 (Jun 05)	7.1	7.4
Influencer Poll 5 (Dec 05)	7.1	6.9

Male		
(mean)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	‡
Influencer Poll 3 (Nov 04)	7.4	‡
Influencer Poll 4 (Jun 05)	7.0	7.4
Influencer Poll 5 (Dec 05)	7.3	‡

Female		
(mean)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8
Influencer Poll 3 (Nov 04)	7.4	7.1
Influencer Poll 4 (Jun 05)	7.2	7.4
Influencer Poll 5 (Dec 05)	6.9	6.8

---

[105] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-4. **Influencer Coast Guard Favorability: 2003 – 2005**[106]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.1	7.5	7.5	7.8
Influencer Poll 2 (May 04)	7.7	7.5	7.7	7.4
Influencer Poll 3 (Nov 04)	7.4	7.3	7.3	7.1
Influencer Poll 4 (Jun 05)	7.3	7.4	7.2	7.5
Influencer Poll 5 (Dec 05)	7.2	7.0	7.1	7.6

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.1	7.2	7.5	7.7
Influencer Poll 2 (May 04)	‡	7.7	7.6	7.5
Influencer Poll 3 (Nov 04)	7.7	7.4	7.1	7.7
Influencer Poll 4 (Jun 05)	7.5	7.2	7.3	‡
Influencer Poll 5 (Dec 05)	7.3	7.4	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.2	7.7	7.5	7.9
Influencer Poll 2 (May 04)	7.8	7.4	7.8	7.3
Influencer Poll 3 (Nov 04)	7.3	7.3	7.4	6.8
Influencer Poll 4 (Jun 05)	7.2	7.5	7.1	7.6
Influencer Poll 5 (Dec 05)	7.1	6.8	7.2	7.4

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[106] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-5.   **Influencer Coast Guard Favorability: 2003 – 2005**[107]

Male and Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.4	7.9	7.7
Influencer Poll 2 (May 04)	7.3	7.6	7.6
Influencer Poll 3 (Nov 04)	7.0	7.4	7.5
Influencer Poll 4 (Jun 05)	7.4	7.3	7.4
Influencer Poll 5 (Dec 05)	7.0	7.1	7.4

Male

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.3	7.7	7.7
Influencer Poll 2 (May 04)	7.4	7.6	7.6
Influencer Poll 3 (Nov 04)	7.1	7.6	7.5
Influencer Poll 4 (Jun 05)	‡	7.3	7.3
Influencer Poll 5 (Dec 05)	‡	7.4	7.4

Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	7.9	7.7
Influencer Poll 2 (May 04)	7.3	7.6	7.7
Influencer Poll 3 (Nov 04)	6.9	7.3	7.5
Influencer Poll 4 (Jun 05)	7.3	7.3	7.4
Influencer Poll 5 (Dec 05)	6.8	6.9	7.4

---

[107] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-6.   Influencer Coast Guard Favorability: 2003 – 2005[108]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.6	7.7	7.7	7.8
Influencer Poll 2 (May 04)	7.3	7.5	7.6	7.8
Influencer Poll 3 (Nov 04)	7.1	7.2	7.2	7.5
Influencer Poll 4 (Jun 05)	7.2	7.5	7.3	7.5
Influencer Poll 5 (Dec 05)	7.4	6.9	7.0	7.3

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.7	7.7
Influencer Poll 2 (May 04)	‡	‡	7.6	7.6
Influencer Poll 3 (Nov 04)	‡	‡	7.4	7.4
Influencer Poll 4 (Jun 05)	‡	‡	7.3	7.5
Influencer Poll 5 (Dec 05)	‡	‡	7.3	7.6

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	7.7	7.7	7.9
Influencer Poll 2 (May 04)	7.3	7.6	7.6	7.9
Influencer Poll 3 (Nov 04)	6.9	7.1	7.2	7.6
Influencer Poll 4 (Jun 05)	7.3	7.5	7.2	7.5
Influencer Poll 5 (Dec 05)	7.3	6.8	6.9	7.1

---

[108] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).
‡Reporting standard not met (too few cases).

Reserves Favorability

TABLE 19-1.   Influencer Reserves Favorability: 2003 – 2005[109]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.1
Influencer Poll 4 (Jun 05)	7.3
Influencer Poll 5 (Dec 05)	7.1

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.2
Influencer Poll 3 (Nov 04)	6.8
Influencer Poll 4 (Jun 05)	7.1
Influencer Poll 5 (Dec 05)	7.0

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.0
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4
Influencer Poll 5 (Dec 05)	7.2

---

[109] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 19-2.   Influencer Reserves Favorability: 2003 – 2005[110]

Male and Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.7
Influencer Poll 2 (May 04)	7.6	7.3
Influencer Poll 3 (Nov 04)	7.2	7.1
Influencer Poll 4 (Jun 05)	7.2	7.4
Influencer Poll 5 (Dec 05)	6.9	7.3

Male

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.3	7.3
Influencer Poll 2 (May 04)	7.3	7.1
Influencer Poll 3 (Nov 04)	6.8	6.8
Influencer Poll 4 (Jun 05)	7.0	7.3
Influencer Poll 5 (Dec 05)	6.9	7.1

Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.0	7.9
Influencer Poll 2 (May 04)	7.7	7.5
Influencer Poll 3 (Nov 04)	7.4	7.2
Influencer Poll 4 (Jun 05)	7.3	7.4
Influencer Poll 5 (Dec 05)	7.0	7.3

---

[110] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 19-3.   Influencer Reserves Favorability: 2003 – 2005[111]

Male and Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.5	7.6
Influencer Poll 3 (Nov 04)	7.3	7.2
Influencer Poll 4 (Jun 05)	6.9	7.4
Influencer Poll 5 (Dec 05)	7.0	6.8

Male

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.4	‡
Influencer Poll 3 (Nov 04)	6.7	‡
Influencer Poll 4 (Jun 05)	6.7	7.2
Influencer Poll 5 (Dec 05)	6.9	‡

Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8
Influencer Poll 3 (Nov 04)	7.5	7.2
Influencer Poll 4 (Jun 05)	7.1	7.5
Influencer Poll 5 (Dec 05)	7.1	6.8

---

[111] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 19-4.   Influencer Reserves Favorability: 2003 – 2005[112]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.1	7.7	7.5	7.4
Influencer Poll 2 (May 04)	7.7	7.4	7.5	7.0
Influencer Poll 3 (Nov 04)	7.6	7.2	7.1	6.7
Influencer Poll 4 (Jun 05)	7.5	7.4	7.0	7.1
Influencer Poll 5 (Dec 05)	7.2	7.1	6.9	7.2

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	7.9	7.1	7.2	7.0
Influencer Poll 2 (May 04)	‡	7.2	7.3	7.0
Influencer Poll 3 (Nov 04)	7.5	6.7	6.6	6.6
Influencer Poll 4 (Jun 05)	7.4	7.1	6.9	‡
Influencer Poll 5 (Dec 05)	7.2	7.2	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	8.0	7.7	7.8
Influencer Poll 2 (May 04)	7.9	7.5	7.7	7.0
Influencer Poll 3 (Nov 04)	7.7	7.4	7.3	6.7
Influencer Poll 4 (Jun 05)	7.5	7.6	7.1	7.0
Influencer Poll 5 (Dec 05)	7.2	7.1	7.1	7.2

---

[112] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 19-5.   Influencer Reserves Favorability: 2003 – 2005[113]

Male and Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.5	7.9	7.6
Influencer Poll 2 (May 04)	7.4	7.5	7.4
Influencer Poll 3 (Nov 04)	7.0	7.3	7.1
Influencer Poll 4 (Jun 05)	7.6	7.3	7.1
Influencer Poll 5 (Dec 05)	6.9	7.0	7.2

Male

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.0	7.6	7.3
Influencer Poll 2 (May 04)	7.5	7.1	7.1
Influencer Poll 3 (Nov 04)	6.7	6.9	6.8
Influencer Poll 4 (Jun 05)	‡	7.3	6.9
Influencer Poll 5 (Dec 05)	‡	7.1	6.9

Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.1	7.8
Influencer Poll 2 (May 04)	7.4	7.7	7.6
Influencer Poll 3 (Nov 04)	7.1	7.4	7.3
Influencer Poll 4 (Jun 05)	7.6	7.3	7.3
Influencer Poll 5 (Dec 05)	6.8	7.0	7.4

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[113] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 19-6.   Influencer Reserves Favorability: 2003 – 2005[114]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.7	7.8	7.7	7.6
Influencer Poll 2 (May 04)	7.3	7.6	7.4	7.4
Influencer Poll 3 (Nov 04)	7.2	7.3	7.1	7.1
Influencer Poll 4 (Jun 05)	7.4	7.6	7.3	7.1
Influencer Poll 5 (Dec 05)	7.4	7.0	6.8	7.0

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.3	7.2
Influencer Poll 2 (May 04)	‡	‡	7.3	7.1
Influencer Poll 3 (Nov 04)	‡	‡	6.8	6.7
Influencer Poll 4 (Jun 05)	‡	‡	7.3	6.9
Influencer Poll 5 (Dec 05)	‡	‡	6.8	6.9

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.0	8.0	8.0
Influencer Poll 2 (May 04)	7.4	7.8	7.5	7.8
Influencer Poll 3 (Nov 04)	7.4	7.3	7.2	7.4
Influencer Poll 4 (Jun 05)	7.4	7.7	7.3	7.4
Influencer Poll 5 (Dec 05)	7.3	7.0	6.8	7.1

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[114] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 20-1.   Influencer National Guard Favorability: 2003 – 2005[115]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.2
Influencer Poll 5 (Dec 05)	7.1

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.2
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.0
Influencer Poll 5 (Dec 05)	7.0

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4
Influencer Poll 5 (Dec 05)	7.2

---

[115] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 20-2.   Influencer National Guard Favorability: 2003 – 2005[116]

Male and Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.6	7.3
Influencer Poll 3 (Nov 04)	7.2	7.1
Influencer Poll 4 (Jun 05)	7.1	7.4
Influencer Poll 5 (Dec 05)	6.9	7.3

Male

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.3	7.3
Influencer Poll 2 (May 04)	7.3	7.0
Influencer Poll 3 (Nov 04)	6.8	6.9
Influencer Poll 4 (Jun 05)	6.8	7.3
Influencer Poll 5 (Dec 05)	6.8	7.2

Female

(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.7	7.5
Influencer Poll 3 (Nov 04)	7.4	7.2
Influencer Poll 4 (Jun 05)	7.3	7.4
Influencer Poll 5 (Dec 05)	6.9	7.4

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[116] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 20-3.   Influencer National Guard Favorability: 2003 – 2005[117]

Male and Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.5	7.6
Influencer Poll 3 (Nov 04)	7.3	7.1
Influencer Poll 4 (Jun 05)	6.8	7.4
Influencer Poll 5 (Dec 05)	7.0	6.8

Male

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.4	‡
Influencer Poll 3 (Nov 04)	6.6	‡
Influencer Poll 4 (Jun 05)	6.4	7.3
Influencer Poll 5 (Dec 05)	6.8	‡

Female

(mean)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8
Influencer Poll 3 (Nov 04)	7.6	7.1
Influencer Poll 4 (Jun 05)	7.2	7.4
Influencer Poll 5 (Dec 05)	7.1	6.8

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[117] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 20-4.   **Influencer National Guard Favorability: 2003 – 2005**[118]

Male and Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.2	7.5	7.4	7.4
Influencer Poll 2 (May 04)	7.7	7.4	7.5	7.0
Influencer Poll 3 (Nov 04)	7.6	7.3	7.1	6.6
Influencer Poll 4 (Jun 05)	7.4	7.4	7.0	7.0
Influencer Poll 5 (Dec 05)	7.2	7.1	6.8	7.2

Male

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	7.9	7.0	7.2	7.0
Influencer Poll 2 (May 04)	‡	7.2	7.4	6.8
Influencer Poll 3 (Nov 04)	7.5	7.0	6.5	6.6
Influencer Poll 4 (Jun 05)	7.3	7.0	6.8	‡
Influencer Poll 5 (Dec 05)	7.2	7.2	‡	‡

Female

(mean)	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	7.8	7.6	7.8
Influencer Poll 2 (May 04)	7.9	7.6	7.6	7.0
Influencer Poll 3 (Nov 04)	7.7	7.4	7.3	6.6
Influencer Poll 4 (Jun 05)	7.5	7.6	7.2	7.0
Influencer Poll 5 (Dec 05)	7.2	7.1	7.2	7.2

---

[118] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 20-5.   Influencer National Guard Favorability: 2003 – 2005[119]

Male and Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.5	7.8	7.5
Influencer Poll 2 (May 04)	7.4	7.5	7.4
Influencer Poll 3 (Nov 04)	7.0	7.3	7.1
Influencer Poll 4 (Jun 05)	7.6	7.2	7.1
Influencer Poll 5 (Dec 05)	6.9	7.0	7.3

Male

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.1	7.6	7.1
Influencer Poll 2 (May 04)	7.4	7.0	7.1
Influencer Poll 3 (Nov 04)	6.8	7.0	6.8
Influencer Poll 4 (Jun 05)	‡	7.0	6.9
Influencer Poll 5 (Dec 05)	‡	7.0	6.9

Female

(mean)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.8	8.0	7.7
Influencer Poll 2 (May 04)	7.4	7.7	7.6
Influencer Poll 3 (Nov 04)	7.1	7.4	7.3
Influencer Poll 4 (Jun 05)	7.6	7.3	7.3
Influencer Poll 5 (Dec 05)	6.9	7.0	7.5

---

[119] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

TABLE 20-6.   **Influencer National Guard Favorability: 2003 – 2005**[120]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.8	7.7	7.7	7.4
Influencer Poll 2 (May 04)	7.3	7.7	7.4	7.4
Influencer Poll 3 (Nov 04)	7.3	7.2	7.1	7.1
Influencer Poll 4 (Jun 05)	7.5	7.5	7.2	7.1
Influencer Poll 5 (Dec 05)	7.5	7.0	6.8	6.9

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.3	7.1
Influencer Poll 2 (May 04)	‡	‡	7.3	7.1
Influencer Poll 3 (Nov 04)	‡	‡	6.8	6.7
Influencer Poll 4 (Jun 05)	‡	‡	7.1	6.8
Influencer Poll 5 (Dec 05)	‡	‡	6.8	6.7

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	7.9	8.0	7.8
Influencer Poll 2 (May 04)	7.4	7.9	7.5	7.7
Influencer Poll 3 (Nov 04)	7.4	7.2	7.2	7.4
Influencer Poll 4 (Jun 05)	7.5	7.7	7.3	7.3
Influencer Poll 5 (Dec 05)	7.4	6.9	6.8	7.1

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[120] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

TABLE 21-1.   Influencer Military Knowledge: 2003 – 2005[121]

Male and Female
(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	6.3
Influencer Poll 2 (May 04)	6.3
Influencer Poll 3 (Nov 04)	6.1
Influencer Poll 4 (Jun 05)	6.1
Influencer Poll 5 (Dec 05)	6.3

Male
(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	6.8
Influencer Poll 2 (May 04)	7.0
Influencer Poll 3 (Nov 04)	6.8
Influencer Poll 4 (Jun 05)	6.7
Influencer Poll 5 (Dec 05)	6.7

Female
(mean)

Year	Mean
Influencer Poll 1 (Aug 03)	5.9
Influencer Poll 2 (May 04)	5.9
Influencer Poll 3 (Nov 04)	5.8
Influencer Poll 4 (Jun 05)	5.8
Influencer Poll 5 (Dec 05)	6.0

---

[121] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

TABLE 21-2.   Influencer Military Knowledge: 2003 – 2005[122]

Male and Female		
(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	6.2	6.4
Influencer Poll 2 (May 04)	6.1	6.5
Influencer Poll 3 (Nov 04)	5.8	6.3
Influencer Poll 4 (Jun 05)	5.9	6.3
Influencer Poll 5 (Dec 05)	6.0	6.5

Male		
(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	6.6	6.9
Influencer Poll 2 (May 04)	6.8	7.2
Influencer Poll 3 (Nov 04)	6.6	7.0
Influencer Poll 4 (Jun 05)	6.4	7.0
Influencer Poll 5 (Dec 05)	6.5	6.9

Female		
(mean)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	5.9	6.0
Influencer Poll 2 (May 04)	5.8	6.0
Influencer Poll 3 (Nov 04)	5.5	6.0
Influencer Poll 4 (Jun 05)	5.6	5.9
Influencer Poll 5 (Dec 05)	5.7	6.3

---

[122] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-3.   Influencer Military Knowledge: 2003 – 2005[123]

Male and Female		
(mean)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.0	6.2
Influencer Poll 3 (Nov 04)	5.9	5.8
Influencer Poll 4 (Jun 05)	5.9	5.9
Influencer Poll 5 (Dec 05)	6.1	5.9

Male		
(mean)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.9	‡
Influencer Poll 3 (Nov 04)	6.6	‡
Influencer Poll 4 (Jun 05)	6.3	6.5
Influencer Poll 5 (Dec 05)	6.6	‡

Female		
(mean)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	5.5	6.1
Influencer Poll 3 (Nov 04)	5.5	5.5
Influencer Poll 4 (Jun 05)	5.6	5.6
Influencer Poll 5 (Dec 05)	5.8	5.7

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[123] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-4.   Influencer Military Knowledge: 2003 – 2005[124]

Male and Female	Education Level			
(mean)				
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	6.0	6.2	6.5	6.4
Influencer Poll 2 (May 04)	5.8	6.4	6.4	6.4
Influencer Poll 3 (Nov 04)	5.9	6.0	6.2	6.4
Influencer Poll 4 (Jun 05)	5.8	6.3	6.0	6.5
Influencer Poll 5 (Dec 05)	6.0	6.3	6.4	6.7

Male	Education Level			
(mean)				
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	6.4	6.8	7.0	6.9
Influencer Poll 2 (May 04)	‡	7.2	7.2	7.0
Influencer Poll 3 (Nov 04)	6.7	6.9	6.8	6.9
Influencer Poll 4 (Jun 05)	6.0	7.0	6.7	‡
Influencer Poll 5 (Dec 05)	6.3	6.9	‡	‡

Female	Education Level			
(mean)				
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	5.6	5.9	6.1	6.1
Influencer Poll 2 (May 04)	5.5	6.1	6.0	6.0
Influencer Poll 3 (Nov 04)	5.6	5.7	5.9	6.1
Influencer Poll 4 (Jun 05)	5.7	5.9	5.5	5.8
Influencer Poll 5 (Dec 05)	5.8	6.0	6.1	6.5

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[124] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-5.   Influencer Military Knowledge: 2003 – 2005[125]

Male and Female			
(mean)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	6.1	6.1	6.6
Influencer Poll 2 (May 04)	6.2	6.2	6.5
Influencer Poll 3 (Nov 04)	6.1	5.8	6.5
Influencer Poll 4 (Jun 05)	5.9	5.8	6.5
Influencer Poll 5 (Dec 05)	6.2	6.1	6.4

Male			
(mean)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	6.5	6.6	7.1
Influencer Poll 2 (May 04)	7.0	7.0	7.0
Influencer Poll 3 (Nov 04)	6.8	6.4	7.3
Influencer Poll 4 (Jun 05)	‡	6.2	7.2
Influencer Poll 5 (Dec 05)	‡	6.6	6.9

Female			
(mean)	**Age**		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	5.9	5.8	6.2
Influencer Poll 2 (May 04)	5.7	5.8	6.2
Influencer Poll 3 (Nov 04)	5.8	5.6	6.0
Influencer Poll 4 (Jun 05)	5.6	5.6	6.0
Influencer Poll 5 (Dec 05)	6.1	5.8	6.2

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[125] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-6.   Influencer Military Knowledge: 2003 – 2005[126]

Male and Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	6.1	6.2	6.2	6.4
Influencer Poll 2 (May 04)	6.0	6.5	6.2	6.4
Influencer Poll 3 (Nov 04)	5.7	6.1	6.3	6.1
Influencer Poll 4 (Jun 05)	5.7	6.2	6.2	6.3
Influencer Poll 5 (Dec 05)	6.1	6.1	6.5	6.4

Male

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	6.7	6.9
Influencer Poll 2 (May 04)	‡	‡	6.9	6.9
Influencer Poll 3 (Nov 04)	‡	‡	7.0	6.7
Influencer Poll 4 (Jun 05)	‡	‡	6.9	6.9
Influencer Poll 5 (Dec 05)	‡	‡	6.9	7.2

Female

(mean)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	6.0	5.9	5.9
Influencer Poll 2 (May 04)	5.6	6.1	5.8	6.0
Influencer Poll 3 (Nov 04)	5.6	5.7	6.0	5.7
Influencer Poll 4 (Jun 05)	5.7	5.8	5.7	5.8
Influencer Poll 5 (Dec 05)	6.0	6.1	6.2	5.8

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[126] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-1.   Influencer Perceptions of Employment Difficulty: 2003 – 2005[127]

Male and Female	Percent (%)			
Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
Influencer Poll 1 (Aug 03)	6.9	22.6	51.8	18.2
Influencer Poll 2 (May 04)	8.9	21.8	51.1	17.3
Influencer Poll 3 (Nov 04)	8.3	21.1	49.7	20.1
Influencer Poll 4 (Jun 05)	6.7	21.6	43.0	25.3
Influencer Poll 5 (Dec 05)	9.6	18.6	47.5	21.7

Male	Percent (%)			
Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
Influencer Poll 1 (Aug 03)	6.1	20.5	52.0	20.5
Influencer Poll 2 (May 04)	7.2	17.3	54.0	20.2
Influencer Poll 3 (Nov 04)	6.9	16.3	47.6	28.2
Influencer Poll 4 (Jun 05)	3.8	20.2	45.5	27.3
Influencer Poll 5 (Dec 05)	7.3	17.8	47.7	24.8

Female	Percent (%)			
Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
Influencer Poll 1 (Aug 03)	7.5	24.1	51.8	16.5
Influencer Poll 2 (May 04)	9.8	24.3	49.4	15.8
Influencer Poll 3 (Nov 04)	9.0	23.4	50.8	16.2
Influencer Poll 4 (Jun 05)	8.7	22.5	41.3	23.9
Influencer Poll 5 (Dec 05)	10.8	19.0	47.4	20.1

[127] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-2.   Influencer Perceptions of Employment Difficulty: 2003 – 2005[128]

Male and Female	Percent (%)	
(impossible & very difficult)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	27.6	32.2
Influencer Poll 2 (May 04)	31.3	30.0
Influencer Poll 3 (Nov 04)	24.7	33.0
Influencer Poll 4 (Jun 05)	26.8	29.7
Influencer Poll 5 (Dec 05)	26.3	29.7

Male	Percent (%)	
(impossible & very difficult)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.9	26.1
Influencer Poll 2 (May 04)	27.9	21.2
Influencer Poll 3 (Nov 04)	17.0	27.1
Influencer Poll 4 (Jun 05)	22.5	25.4
Influencer Poll 5 (Dec 05)	23.4	26.6

Female	Percent (%)	
(impossible & very difficult)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.1	36.7
Influencer Poll 2 (May 04)	33.0	35.5
Influencer Poll 3 (Nov 04)	28.0	36.2
Influencer Poll 4 (Jun 05)	29.8	32.3
Influencer Poll 5 (Dec 05)	28.0	31.3

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[128] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

TABLE 22-3.　　Influencer Perceptions of Employment Difficulty: 2003 – 2005[129]

Male and Female	Percent (%)	
(impossible & very difficult)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	33.4	30.4
Influencer Poll 3 (Nov 04)	24.2	25.3
Influencer Poll 4 (Jun 05)	26.2	27.4
Influencer Poll 5 (Dec 05)	26.3	26.4

Male	Percent (%)	
(impossible & very difficult)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	27.3	‡
Influencer Poll 3 (Nov 04)	18.9	‡
Influencer Poll 4 (Jun 05)	21.8	23.6
Influencer Poll 5 (Dec 05)	25.6	‡

Female	Percent (%)	
(impossible & very difficult)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	37.0	32.1
Influencer Poll 3 (Nov 04)	26.6	29.5
Influencer Poll 4 (Jun 05)	30.0	29.7
Influencer Poll 5 (Dec 05)	26.7	29.2

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[129] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-4.　　Influencer Perceptions of Employment Difficulty: 2003 – 2005[130]

Male and Female	**Percent (%)**			
(impossible & very difficult)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	30.2	27.9	31.0	29.7
Influencer Poll 2 (May 04)	37.0	32.1	24.4	28.2
Influencer Poll 3 (Nov 04)	34.8	33.1	24.1	23.6
Influencer Poll 4 (Jun 05)	32.8	29.9	25.4	21.0
Influencer Poll 5 (Dec 05)	30.7	27.1	23.8	29.4

Male	**Percent (%)**			
(impossible & very difficult)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	28.4	20.1	30.9	29.4
Influencer Poll 2 (May 04)	‡	22.6	22.2	23.8
Influencer Poll 3 (Nov 04)	25.5	28.0	21.1	16.4
Influencer Poll 4 (Jun 05)	29.7	25.4	21.5	‡
Influencer Poll 5 (Dec 05)	26.7	26.2	‡	‡

Female	**Percent (%)**			
(impossible & very difficult)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	31.7	32.5	31.1	30.0
Influencer Poll 2 (May 04)	39.9	36.5	25.8	31.7
Influencer Poll 3 (Nov 04)	39.3	35.4	25.6	27.8
Influencer Poll 4 (Jun 05)	34.7	32.6	28.5	24.6
Influencer Poll 5 (Dec 05)	32.6	27.6	25.0	33.3

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[130] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-5.   Influencer Perceptions of Employment Difficulty: 2003 – 2005[131]

Male and Female	Percent (%)		
(impossible & very difficult)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	26.2	28.2	33.8
Influencer Poll 2 (May 04)	28.7	28.5	35.4
Influencer Poll 3 (Nov 04)	28.0	27.2	33.3
Influencer Poll 4 (Jun 05)	20.6	25.7	33.5
Influencer Poll 5 (Dec 05)	29.7	24.4	31.0

Male	Percent (%)		
(impossible & very difficult)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	25.9	24.8	29.1
Influencer Poll 2 (May 04)	16.7	24.7	29.5
Influencer Poll 3 (Nov 04)	23.7	18.3	27.0
Influencer Poll 4 (Jun 05)	‡	21.2	26.8
Influencer Poll 5 (Dec 05)	‡	22.5	25.9

Female	Percent (%)		
(impossible & very difficult)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	26.4	30.4	27.7
Influencer Poll 2 (May 04)	36.0	30.2	39.2
Influencer Poll 3 (Nov 04)	30.2	30.5	37.4
Influencer Poll 4 (Jun 05)	18.8	28.3	38.1
Influencer Poll 5 (Dec 05)	30.0	25.4	33.7

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[131] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-6.   Influencer Perceptions of Employment Difficulty: 2003 – 2005[132]

Male and Female	Percent (%)			
(impossible & very difficult)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	42.7	28.1	28.9	26.3
Influencer Poll 2 (May 04)	41.1	38.5	31.0	21.6
Influencer Poll 3 (Nov 04)	47.0	36.0	26.2	20.5
Influencer Poll 4 (Jun 05)	37.1	30.0	24.6	23.9
Influencer Poll 5 (Dec 05)	41.1	29.4	23.9	21.2

Male	Percent (%)			
(impossible & very difficult)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	24.4	27.4
Influencer Poll 2 (May 04)	‡	‡	26.3	17.5
Influencer Poll 3 (Nov 04)	‡	‡	18.2	16.8
Influencer Poll 4 (Jun 05)	‡	‡	21.3	21.1
Influencer Poll 5 (Dec 05)	‡	‡	22.4	22.7

Female	Percent (%)			
(impossible & very difficult)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	30.0	32.3	25.2
Influencer Poll 2 (May 04)	43.4	40.8	33.9	25.0
Influencer Poll 3 (Nov 04)	49.3	36.9	30.2	23.0
Influencer Poll 4 (Jun 05)	38.1	32.6	27.1	26.7
Influencer Poll 5 (Dec 05)	42.0	32.5	24.9	19.9

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[132] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-1.   Influencer Job Pay Comparisons: 2003 – 2005[133]

Male and Female	Percent (%)		
Wave	**Military**	**Civilian Job**	**Equally in Both**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	21.5	27.7	48.9
Influencer Poll 3 (Nov 04)	19.4	31.2	47.9
Influencer Poll 4 (Jun 05)	20.4	23.6	43.8
Influencer Poll 5 (Dec 05)	19.3	24.4	48.8

Male	Percent (%)		
Wave	**Military**	**Civilian Job**	**Equally in Both**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	18.2	38.8	40.8
Influencer Poll 3 (Nov 04)	16.9	39.8	42.2
Influencer Poll 4 (Jun 05)	18.2	28.1	45.7
Influencer Poll 5 (Dec 05)	19.8	28.6	45.9

Female	Percent (%)		
Wave	**Military**	**Civilian Job**	**Equally in Both**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	23.4	21.5	53.4
Influencer Poll 3 (Nov 04)	20.7	27.0	50.7
Influencer Poll 4 (Jun 05)	21.9	20.6	42.5
Influencer Poll 5 (Dec 05)	19.0	22.2	50.4

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[133] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-2.   **Influencer Job Pay Comparisons: 2003 – 2005**[134]

Male and Female	Percent (%)	
(military)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	18.7	24.5
Influencer Poll 3 (Nov 04)	18.5	20.1
Influencer Poll 4 (Jun 05)	18.8	21.9
Influencer Poll 5 (Dec 05)	15.2	22.8

Male	Percent (%)	
(military)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	15.8	20.3
Influencer Poll 3 (Nov 04)	14.5	18.4
Influencer Poll 4 (Jun 05)	15.8	20.6
Influencer Poll 5 (Dec 05)	13.1	25.7

Female	Percent (%)	
(military)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.2	27.1
Influencer Poll 3 (Nov 04)	20.2	21.0
Influencer Poll 4 (Jun 05)	21.0	22.7
Influencer Poll 5 (Dec 05)	16.3	21.2

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[134] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-3.   Influencer Job Pay Comparisons: 2003 – 2005[135]

Male and Female	Percent (%)	
(military)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	18.5	18.7
Influencer Poll 3 (Nov 04)	19.5	17.4
Influencer Poll 4 (Jun 05)	17.7	20.1
Influencer Poll 5 (Dec 05)	15.8	14.4

Male	Percent (%)	
(military)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	15.5	‡
Influencer Poll 3 (Nov 04)	16.2	‡
Influencer Poll 4 (Jun 05)	15.0	17.0
Influencer Poll 5 (Dec 05)	12.8	‡

Female	Percent (%)	
(military)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.3	21.1
Influencer Poll 3 (Nov 04)	21.0	19.4
Influencer Poll 4 (Jun 05)	20.0	22.0
Influencer Poll 5 (Dec 05)	17.8	14.9

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[135] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-4.   Influencer Job Pay Comparisons: 2003 – 2005[136]

Male and Female *(military)*	Percent (%)			
	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	28.1	22.5	15.8	18.5
Influencer Poll 3 (Nov 04)	26.0	22.7	13.7	13.7
Influencer Poll 4 (Jun 05)	24.2	22.6	14.7	16.8
Influencer Poll 5 (Dec 05)	23.0	19.6	15.0	15.6

Male *(military)*	Percent (%)			
	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	‡	18.0	16.2	15.8
Influencer Poll 3 (Nov 04)	20.9	18.6	12.2	15.5
Influencer Poll 4 (Jun 05)	24.3	20.3	13.2	‡
Influencer Poll 5 (Dec 05)	28.8	18.5	‡	‡

Female *(military)*	Percent (%)			
	Education Level			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	30.3	24.6	15.6	20.6
Influencer Poll 3 (Nov 04)	28.4	24.4	14.4	12.6
Influencer Poll 4 (Jun 05)	24.1	24.0	15.8	20.3
Influencer Poll 5 (Dec 05)	20.3	20.1	17.8	15.0

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[136] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-5.   Influencer Job Pay Comparisons: 2003 – 2005[137]

Male and Female	Percent (%)		
(military)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	25.9	20.9	19.2
Influencer Poll 3 (Nov 04)	22.6	18.0	18.8
Influencer Poll 4 (Jun 05)	24.9	19.1	19.8
Influencer Poll 5 (Dec 05)	19.1	17.1	21.4

Male	Percent (%)		
(military)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	19.4	18.7	16.7
Influencer Poll 3 (Nov 04)	17.6	11.4	21.1
Influencer Poll 4 (Jun 05)	‡	16.8	15.4
Influencer Poll 5 (Dec 05)	‡	13.7	24.9

Female	Percent (%)		
(military)	Age		
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	29.8	22.0	20.8
Influencer Poll 3 (Nov 04)	25.2	20.5	17.3
Influencer Poll 4 (Jun 05)	23.1	20.5	22.8
Influencer Poll 5 (Dec 05)	18.1	19.0	19.5

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[137] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-6. **Influencer Job Pay Comparisons: 2003 – 2005**[138]

Male and Female	Percent (%)			
(military)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	28.6	30.7	19.6	14.0
Influencer Poll 3 (Nov 04)	31.6	26.0	15.4	14.6
Influencer Poll 4 (Jun 05)	32.7	25.0	17.5	12.7
Influencer Poll 5 (Dec 05)	26.3	25.8	15.6	12.3

Male	Percent (%)			
(military)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	‡	‡	13.7	14.6
Influencer Poll 3 (Nov 04)	‡	‡	11.9	13.7
Influencer Poll 4 (Jun 05)	‡	‡	19.1	11.3
Influencer Poll 5 (Dec 05)	‡	‡	13.4	11.8

Female	Percent (%)			
(military)	Income			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	27.9	30.7	23.2	13.4
Influencer Poll 3 (Nov 04)	32.2	26.6	17.1	15.2
Influencer Poll 4 (Jun 05)	33.3	27.8	16.3	14.1
Influencer Poll 5 (Dec 05)	22.8	24.6	17.1	12.8

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[138] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Economic Outlook

TABLE 24-1.   Influencer Economic Outlook: 2003 – 2005[139]

Male and Female	Percent (%)		
Wave	**Better Than**	**Worse Than**	**About the Same**
Influencer Poll 1 (Aug 03)	48.6	19.3	30.8
Influencer Poll 2 (May 04)	45.1	20.4	32.5
Influencer Poll 3 (Nov 04)	43.1	21.7	31.8
Influencer Poll 4 (Jun 05)	31.7	30.0	31.5
Influencer Poll 5 (Dec 05)	28.4	35.4	31.6

Male	Percent (%)		
Wave	**Better Than**	**Worse Than**	**About the Same**
Influencer Poll 1 (Aug 03)	53.3	17.2	28.3
Influencer Poll 2 (May 04)	54.7	17.0	27.1
Influencer Poll 3 (Nov 04)	47.8	19.2	28.8
Influencer Poll 4 (Jun 05)	33.7	26.3	33.9
Influencer Poll 5 (Dec 05)	31.4	32.1	32.7

Female	Percent (%)		
Wave	**Better Than**	**Worse Than**	**About the Same**
Influencer Poll 1 (Aug 03)	45.4	20.7	32.5
Influencer Poll 2 (May 04)	39.8	22.2	35.5
Influencer Poll 3 (Nov 04)	40.8	22.9	33.2
Influencer Poll 4 (Jun 05)	30.4	32.5	29.9
Influencer Poll 5 (Dec 05)	26.8	37.2	31.0

[139] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND3).
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-2.   Influencer Economic Outlook: 2003 – 2005[140]

Male and Female	Percent (%)	
(better)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	44.0	55.2
Influencer Poll 2 (May 04)	39.9	50.7
Influencer Poll 3 (Nov 04)	39.4	45.9
Influencer Poll 4 (Jun 05)	31.4	32.0
Influencer Poll 5 (Dec 05)	23.0	33.0

Male	Percent (%)	
(better)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	49.0	59.0
Influencer Poll 2 (May 04)	50.7	58.4
Influencer Poll 3 (Nov 04)	43.5	50.6
Influencer Poll 4 (Jun 05)	32.4	34.9
Influencer Poll 5 (Dec 05)	26.2	36.1

Female	Percent (%)	
(better)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	40.6	52.3
Influencer Poll 2 (May 04)	34.6	45.8
Influencer Poll 3 (Nov 04)	37.7	43.3
Influencer Poll 4 (Jun 05)	30.7	30.1
Influencer Poll 5 (Dec 05)	21.2	31.3

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[140] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND3).
‡Reporting standard not met (too few cases).

Economic Outlook

TABLE 24-3.   Influencer Economic Outlook: 2003 – 2005[141]

Male and Female	Percent (%)	
(better)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.1	41.1
Influencer Poll 3 (Nov 04)	39.6	39.2
Influencer Poll 4 (Jun 05)	29.3	33.7
Influencer Poll 5 (Dec 05)	24.1	21.8

Male	Percent (%)	
(better)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	46.4	‡
Influencer Poll 3 (Nov 04)	41.4	‡
Influencer Poll 4 (Jun 05)	31.3	34.0
Influencer Poll 5 (Dec 05)	30.4	‡

Female	Percent (%)	
(better)	Child's Gender	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	33.3	34.9
Influencer Poll 3 (Nov 04)	38.7	36.6
Influencer Poll 4 (Jun 05)	27.6	33.5
Influencer Poll 5 (Dec 05)	19.9	22.6

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[141] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-4.   Influencer Economic Outlook: 2003 – 2005[142]

Male and Female	Percent (%)			
(better)	Education Level			
Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)	39.3	45.0	58.9	55.4
Influencer Poll 2 (May 04)	35.3	43.5	52.5	51.1
Influencer Poll 3 (Nov 04)	34.8	43.3	49.3	44.3
Influencer Poll 4 (Jun 05)	28.8	29.6	37.6	33.2
Influencer Poll 5 (Dec 05)	27.0	25.1	34.6	30.8

Male	Percent (%)			
(better)	Education Level			
Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)	45.4	47.8	67.3	57.5
Influencer Poll 2 (May 04)	‡	60.9	58.1	58.4
Influencer Poll 3 (Nov 04)	41.8	47.2	55.3	46.6
Influencer Poll 4 (Jun 05)	28.4	31.2	39.7	‡
Influencer Poll 5 (Dec 05)	28.1	26.2	‡	‡

Female	Percent (%)			
(better)	Education Level			
Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)	34.1	43.4	53.7	53.3
Influencer Poll 2 (May 04)	34.1	35.4	48.9	45.2
Influencer Poll 3 (Nov 04)	31.4	41.6	46.4	42.9
Influencer Poll 4 (Jun 05)	29.0	28.8	36.1	28.8
Influencer Poll 5 (Dec 05)	26.5	24.6	30.3	28.3

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[142] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).
 ‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-5.   **Influencer Economic Outlook: 2003 – 2005**[143]

Male and Female	Percent (%)		
(better)		Age	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	45.7	47.3	52.6
Influencer Poll 2 (May 04)	51.0	40.9	46.7
Influencer Poll 3 (Nov 04)	47.6	41.3	42.0
Influencer Poll 4 (Jun 05)	32.1	31.2	32.1
Influencer Poll 5 (Dec 05)	32.6	23.0	31.5

Male	Percent (%)		
(better)		Age	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	53.7	53.6	52.7
Influencer Poll 2 (May 04)	60.2	53.8	51.9
Influencer Poll 3 (Nov 04)	51.1	49.7	44.1
Influencer Poll 4 (Jun 05)	‡	31.5	33.8
Influencer Poll 5 (Dec 05)	‡	25.8	33.5

Female	Percent (%)		
(better)		Age	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	40.8	43.3	52.6
Influencer Poll 2 (May 04)	45.5	34.9	43.3
Influencer Poll 3 (Nov 04)	45.7	38.2	40.6
Influencer Poll 4 (Jun 05)	27.4	30.9	30.9
Influencer Poll 5 (Dec 05)	29.4	21.4	30.4

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[143] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-6.   Influencer Economic Outlook: 2003 – 2005[144]

Male and Female	Percent (%)			
(better)	Income			
Wave	<$25K	$25K-$40K	$40K-$80K	>$80K
Influencer Poll 1 (Aug 03)	28.0	44.2	46.8	64.4
Influencer Poll 2 (May 04)	34.9	37.3	45.9	56.5
Influencer Poll 3 (Nov 04)	37.2	37.5	42.3	51.1
Influencer Poll 4 (Jun 05)	24.3	31.7	30.1	38.8
Influencer Poll 5 (Dec 05)	27.0	24.4	29.4	32.7

Male	Percent (%)			
(better)	Income			
Wave	<$25K	$25K-$40K	$40K-$80K	>$80K
Influencer Poll 1 (Aug 03)	‡	‡	50.2	68.8
Influencer Poll 2 (May 04)	‡	‡	51.4	66.4
Influencer Poll 3 (Nov 04)	‡	‡	51.7	54.7
Influencer Poll 4 (Jun 05)	‡	‡	32.0	39.8
Influencer Poll 5 (Dec 05)	‡	‡	31.3	36.1

Female	Percent (%)			
(better)	Income			
Wave	<$25K	$25K-$40K	$40K-$80K	>$80K
Influencer Poll 1 (Aug 03)	‡	40.0	44.1	60.0
Influencer Poll 2 (May 04)	34.1	29.6	42.6	48.2
Influencer Poll 3 (Nov 04)	36.8	37.7	37.6	48.8
Influencer Poll 4 (Jun 05)	25.9	28.5	28.8	37.8
Influencer Poll 5 (Dec 05)	26.3	24.6	28.0	29.8

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[144] Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).
‡Reporting standard not met (too few cases).

Appendix B

THE DECEMBER 2005 YOUTH AND INFLUENCER POLLS
METHODOLOGY REPORT

Table of Contents

YOUTH AND INFLUENCER POLLS, DECEMBER 2005
METHODOLOGY REPORT

I. Background and Objectives

From 1975 until 1999, the Department of Defense (DoD) assessed the perceptions of young people concerning military service through a survey known as the Youth Attitude Tracking Study (YATS). YATS asked a nationally representative sample of 10,000 young men and women about their future plans, particularly whether they were considering military service, what military attributes were appealing as well as those that made the military unattractive, and how current events affected their inclination to consider the military as a post-high school option.

In 2000, the DoD discontinued YATS because as an annual survey it was not responsive to the immediate needs of military recruiting. Beginning in 2001, YATS was replaced with semi-annual polls of both youth and the adults who influence them. These polls allow the DoD to collect "real time" information about the attitudes of youth and adult influencers toward the military and those worldwide events that might affect force utilization.

The latest in the series of Youth and Influencer Polls, the December 2005 Poll was conducted as a joint effort by the Joint Advertising, Market Research and Studies program (JAMRS), Human Resources Research Organization (HumRRO), and the Fors Marsh Group (FMG). Telephone interviews were conducted by Braun Research, Incorporated (BRI). The objectives of the December 2005 Poll were to continue tracking attitudes, impressions, and behavioral intentions of the youth and influencer populations as they relate to and affect military enlistment. Specifically, the Poll assessed propensity; employment and education status; favorability and knowledge of the military; behaviors, perceptions, and attitudes related to the military; the impact of others on decisions about military service; attitudes toward current events, and economic indicators.

II. Sample Design and Implementation

A. Youth Poll Sample Design

The sampling plan for the December 2005 Youth Poll was developed as a probability-based design so that study findings could be used to make inferences about the attitudes and beliefs of the target population. A detailed sampling plan for this Poll is available upon request from JAMRS.

The *target population* for this Youth Poll was defined to be all civilian, non-institutionalized youth ages 16 to 21 living in the United States who have never served in the U.S. military, have not been accepted for military service, and have not been in a Military Delayed Entry Program, college ROTC, or one of the Service academies. Both citizens and non-citizens are included in the target population. The United States is defined as the 50 states and the District of Columbia.

The *sampling frame* for the December 2005 Youth Poll was derived from a list-assisted, random-digit-dialed (RDD) telephone sample approach. HumRRO used a list-assisted RDD sampling frame maintained by Genesys Sampling Systems. Genesys constructs this frame by first obtaining a list of all working area code/exchange combinations (Kulp, 1994). All combinations of digits from 00 to 99 are then added to these six-digit area code/exchange combinations to create a list of all residential service, hundred-number banks. In the final step, this list of all possible hundred-number

banks is compared to a frame of listed residential telephone numbers and a count is recorded of the residential telephone listings associated with each hundred-number bank. The sampling frame for this Youth Poll included all hundred-number banks that contain at least three listed residential telephone numbers. This is a change from the June 2005 poll, which required that hundred-number banks having at least one listed number be included in the frame.

The sample design for this survey can best be described as a stratified list sample. Telephone numbers in the sampling frame were partitioned into seven strata based upon the Census block with which they are associated. The strata were defined as follows:

- Stratum 1: Numbers in blocks with ≥50% non-Hispanic black (NH-black) households;
- Stratum 2: Numbers in blocks with ≥50% Hispanic households and <50% NH-black households;
- Stratum 3: Numbers in blocks with 25-49% NH-black households and <50% Hispanic households;
- Stratum 4: Numbers in blocks with 25-49% Hispanic households and <25% NH-black households;
- Stratum 5: Numbers in blocks with 5-24% NH-black households and <25% Hispanic households;
- Stratum 6: Numbers in blocks with 5-24% Hispanic households and <5% NH-black households; and
- Stratum 7: Numbers in blocks with <5% NH-black households and <5% Hispanic households.

B. Youth Poll Sample Selection and Preparation

Telephone numbers were selected using systematic sampling after stratifying the frame into the seven strata. Numbers were selected with equal probability within these strata. The strata definitions were set to facilitate modest oversampling of minority populations while ensuring that precision was maintained for study estimates.

In an effort to maximize the response rate achieved for the December 2005 Poll, the sample was drawn in a series of replicates – each of which was a stand-alone stratified random sample. The results of dialing the first few replicates were used to project the eligibility and response rates for each of the seven strata and to project exactly how many numbers were needed to yield the desired sample size. In total, 19 replicates were drawn–2 small replicates earmarked for the pretest and 17 large replicates.

For each replicate, Genesys removed easily identifiable non-working and business numbers from the sample using their ID Plus procedure, then identified cell phone numbers and additional non-working and business numbers using their CSS Plus procedure. These pre-screening procedures resulted in the elimination of sample cases from eligibility for further contact. The ineligibility rates varied by strata, but the overall rate was 46.1%. The remaining 53.9% of cases were eligible for further contact in the December 2005 Youth Poll. In total, 575,370 telephone numbers were selected and 310,401 were included in the telephone interviewing effort.

Replicates of sample selected and pre-screened by Genesys were forwarded to HumRRO for further processing. Each file was reviewed to confirm that the designated number of cases in each stratum was present and that all data elements were included. A unique ID was assigned to each case

designating its replicate, stratum, and unique sequential number within replicate/stratum. Several random numbers were assigned to each case for purposes of within-household selection for a youth, parent, and non-parent influencer. Cases that were not eligible for further dialing (i.e., those identified as ineligible during Genesys' pre-screening process) were extracted from the replicate and retained for later use in the weighting process. The remaining cases were forwarded to the telephone interviewing facility.

C. Influencer Poll Sample Design

The December 2005 Influencer Poll was piggy-backed onto the Youth Poll and used its sampling frame and screening interviews to identify the sample of influencers for interview. The target population for the Influencer Poll was defined to be adults ages 22 to 85 who are the parents of youth ages 16 to 21 who complete a Youth interview or who give advice to youth ages 12 to 21 about what to do after high school. Examples of the latter group are teachers, coaches, clergy, employers, and mentors. Under this definition, there are two subpopulations that comprise the target population of influencers: (1) parents of youth ages 16 to 21, and (2) adults ages 22 to 85 who do not live in households with youth ages 16 to 21, but have other relationships that bring them into contact with youth ages 12 to 21.

Screenings for the Youth Poll were more than sufficient to yield the required sample of influencers. Hence, the Influencer Poll shared the same stratification plan as the Youth Poll. In some households, paired interviews were conducted with a youth eligible for the Youth Poll and his or her parent for the Influencer Poll.

D. Within-Household Respondent Selection

For the Youth Poll, interviewers screened each sampled residential telephone number to determine whether or not it contained one or more youth between 16 and 21 years of age. In a change from past Youth Polls, youth living away from home in a dormitory, fraternity house, or sorority house were not associated with their permanent household and only given a chance for inclusion when that school residence was sampled.

Among the youth ages 16 to 21 in the household, one was randomly selected to be interviewed using a variation of the probability sampling approach of Troldahl and Carter (1964). Instead of household rostering, the Troldahl and Carter approach determines the number of youth in the household and the number of male youth, then uses these data to randomly select a youth for interview. The randomly-selected youth will be identified based on gender and their relative age (e.g., the 16-21 year old [male/female], the youngest 16-21 year old [male/female], the oldest 16-21 year old [male/female], the second youngest 16-21 year old [male/female], and so forth). Random numbers were assigned to each sampled telephone number. Specifications were developed to select a youth in each household based on these random numbers. This approach yielded a probability sample of youth together with the data needed to calculate their probability of selection.

Once a youth was randomly selected, the interviewer asked to speak to him or her. Once contact was made, the interviewer screened the selected youth to confirm his or her eligibility for the Youth Poll and conducted the interview, if the youth was eligible and willing. To be eligible, the youth must not have ever been in the military or in a delayed entry program, college ROTC, or one of the Service academies.

Households that did not include any youth ages 16 to 21 were screened to determine how many adults ages 22 to 85 were residing in the household and, if more than one, how many were males. Using the Troldahl and Carter approach and the series of random numbers assigned to each sampled case, an adult was randomly selected in terms of gender and relative age (as in the Youth Poll). The selected adult was then screened to determine if he or she is the parent of a 12- to 21-year old, and if not, whether he or she is in a position or relationship to influence the post-high school decisions of a youth age 12 to 21. As a final screening step, age and gender were verified to confirm that the selected adult was eligible for the Influencer Poll.

Once a youth age 16 to 21 completed a Youth Poll, the interviewer immediately attempted to speak with the selected parent of that youth. Selection of mother or father was determined using the random numbers assigned to each sampled number. Initially, mother and father were equally likely to be selected for the parent interview. However, due to lower response among fathers, the selection probabilities were adjusted slightly during the field period to increase the probability that a father was selected. If the selected parent did not reside with the youth, the other parent became the selected parent by default. If the selected parent resided with the youth, but was not available at that time, the interviewer attempted to determine the best day and time to reach that parent and scheduled a callback appointment.

E. Sample Management

Predicting the quantity of telephone numbers needed to yield the required number of completed interviews was difficult due to lack of information about: (1) the proportion of sampled numbers that will be eligible for further dialing after Genesys pre-screening; (2) the proportion of those numbers that will truly be residential numbers; (3) the proportion of residential numbers that will have one or more age-eligible youth; and (4) the cooperation rate among eligible youth. Therefore, the sample performance of early replicates was closely monitored and necessary adjustments were made in the quantity of additional sample ordered.

A list of phase and disposition codes was then developed. Each interview phase corresponded with a sequential interviewing task (e.g., make initial contact, determine if number is a residence, determine if an age-eligible youth resides in the household, etc.). Individual disposition codes were available to represent the current status of interviewing efforts with that case. The disposition list included numerous generic codes required for administration of the interview using computer-assisted telephone interviewing (CATI) (e.g., no answer, refusal, callback, language barrier), as well as codes specific to the Youth and Influencer Polls (e.g., no youth 16-21 in household, youth completed/callback for parent, influencer has child 12-21). The combination of 11 phase codes and more than 60 disposition codes yielded an extensive number of possible status categories.

A detailed sample report by replicate, phase, and disposition codes were monitored on a regular basis. Sample management spreadsheets were developed in Excel to provide sample performance measures by replicate or strata based on data provided in the sample reports.

F. Sample Disposition and Response Rates

To calculate response rate, the accepted CASRO (Council of American Survey Research Organizations) procedure that was established to create a uniform formula for measuring response

rates for survey research was used. This relatively conservative calculation is based on the product of individual completion rates for each phase of the survey process. For the Youth Poll, these steps are: (1) confirmation of residential status of the number dialed; (2) determination of presence or absence of eligible youth in the household; (3) confirmation of eligibility of the selected youth; and (4) completion of the interview with the selected youth.

The response rate for the main sample is 14.8%. Detailed information summarizes the results of telephone contact efforts and response rates achieved for the December 2005 Youth Poll are available upon request.

III. Questionnaire Development and Programming

A. Questionnaire Development and Pretesting

The vast majority of the survey items included in the December 2005 Youth and Influencer Poll had been taken from previous Youth and Influencer Polls. The primary focus of revisions of this polling instrument involved revisiting the screeners to ensure that the necessary information was collected to determine household eligibility, youth eligibility, influencer eligibility, and other variables required by the sample design while, at the same time, encouraging participation.

A pretest of the Youth and Influencer questionnaires was conducted on October 10, 2005. In total, 59 interviews were conducted—23 Youth and 36 Influencers. Changes in a few questions were required based on the results of the pretest and some items were deleted to reduce the average interview length. As there were no major revisions to the instrument, the pretest interviews were counted toward the overall interview targets for the polls. The final versions of the Youth and Influencer questionnaires are included in Appendices B of each respective final report for this survey effort.

B. CATI Programming

The telephone survey was administered using computer-assisted telephone interviewing (CATI) software. The CATI program controlled questionnaire logic, question wording, skip patterns, randomization of items and/or response categories, and performed internal consistency checks during interviewing. In addition, the CATI program performed within-household respondent selection procedures using responses to specified screener items and the random numbers assigned to each case.

The CATI software also included a sample management system that controlled the prioritization and presentation of sampled telephone numbers for dialing by interviewers. As previously mentioned, the CATI program stored a series of phase and disposition codes and produced reports that enabled the project managers to track the progress of data collection throughout the field period.

CATI programming was completed by programmers at the data collection facility. The CATI program was extensively tested prior to the pretest. After the pretest, some CATI programming changes were made, and the program was thoroughly re-tested. Throughout the field period, the CATI sample management system was adjusted as needed to maximize the sample performance toward achieving the interviewing and response rate targets.

IV. Data Collection

A. Interviewer Training

Interviewers were chosen from a pool of well-trained, experienced, full- and part-time interviewing staff based on their experience with similar respondents and subject matter. Several interviewer training sessions were conducted between October 10, 2005 and November 3, 2005. Interviewers and supervisory staff from the interviewing facilities attended the training session via teleconference. Computer systems were linked so that staff in all locations could view progress through the CATI program.

The training sessions involved four steps:

Step 1 – Background and Objectives. This phase of training provided interviewers with background information on the Youth and Influencer Polls.

Step 2 – Procedures. This phase familiarized interviewers with the types of respondents that would be encountered during the polls, eligibility criteria for each respondent type, interview completion targets for each type, respondent selection procedures, handling cases where the selected youth lives away at school, refusal avoidance, etc.

Step 3 – Question-by-Question Review. This phase of training focused on questionnaire content and included detailed discussion of the intent of individual survey items. Specific procedure and problem areas that might arise during the interview were also discussed. Pronunciation and definition of some terms were reviewed. Interviewers had the opportunity to ask questions and offer comments.

Step 4 – Mock Interview and Role Playing. The final training step involved a group mock interview in which interviewers administered the survey in round robin format with a member of the project team playing the role of respondent. The "trainer/respondent" purposely gave answers that required the interviewers to use the techniques discussed during the previous training steps. Upon completion of the mock interview, interviewers were paired for further practice interviews with one interviewer playing the role of interviewer and the other playing the role of respondent. Role-playing enabled the interviewers to become familiar with the survey instruments and CATI administration of the interview prior to talking with "real" respondents and also enabled the trainers to assess the performance of interviewers. During this phase, interviewers were encouraged to ask questions and offer comments.

In addition to conducting these training sessions, a set of materials were developed to which interviewers could refer when questions arose. These materials included an interviewer manual, responses to questions frequently asked by respondents, and a hard copy of the script for parent inquiries.

B. Field Period

The field period began on October 11, 2005. Non-parent influencer interviews were completed on October 24, 2005. Parent influencer interviews were completed on December 12, 2005. Youth interviews were completed on December 22, 2005.

A total of 3,228 Youth interviews were completed during the field period. A total of 1,307 Influencer interviews were completed—600 with parents and 707 with non-parents. The number of completed interviews for each of the target groups in the sample design was as follows:

Youth

	TOTAL	Male	Female
Youth	3,228	1,577	1,651
Hispanic	779	366	413
Black	676	301	375
Caucasian	1,449	753	696
Other	324	157	167

Influencers

	TOTAL	Male	Female
Influencers	1,307	455	852
Parents	600	214	386
Non-Parents	707	241	466

Completed interviews required an average of six contact attempts with a median of three attempts. The average Youth interview was 22 minutes and the average Influencer interview was 23 minutes.

C. Quality Control During Data Collection

A number of quality control measures were in place during the interviewing process including daily progress reports, monitoring interviews, and floor supervision to ensure that quality standards were met

A daily progress report was provided on the number of completed Youth and Influencer interviews by target group. On request, a disposition report with the current status of each case across a series of predefined phase and sample disposition categories was also produced throughout the fielding period. Based on these reports, the need for additional sample, the adequacy of current interviewer staffing levels, the need for refusal conversion, other efforts to improve response rate, and the overall progress of data collection were monitored. Project management and data collection staff communicated regularly via e-mail, telephone, and in-person meetings about the status of the project and any concerns or issues that arose.

Project management personnel were also able to "listen in" on live interviews throughout the field period. This quality control measure allows unobtrusive monitoring of live, two-way phone interviews. Because interviewers are monitored anonymously, this also serves as a means of

validating interviews. Interviews throughout the data collection process were monitored – particularly during the first few weeks of the field period. The data collection house's on-site supervisory staff monitored the interviewing staff on a regular basis. Because interviews were conducted using CATI, supervisors could listen to the interview and simultaneously observe what the interviewer was keying into the CATI system. This capability ensured that the interviewer was properly recording the respondent's answers. Post-monitoring debriefing sessions were held as needed to enhance each interviewer's performance on the project.

Floor supervision took place throughout the interviewing process. Supervisors at the data collection facility acted as troubleshooters and problem-solvers. If situations arose during interviewing that the supervisors could not resolve, they contacted the project managers at HumRRO for a resolution.

D. Maximizing Response Rate

Every measure available was used to deliver as high a response rate as possible for this poll given the scope of the poll and the length of the field period. Steps were taken to avoid refusals and encourage cooperation whenever possible. Dialings were managed as effectively and efficiently as possible by the CATI-based sample management system. As the field period progressed, attempts were made to convert all but the most adamant refusals.

Staggered Release of Sample. As previously described, the staggered release of sample replicates allowed more focused attention of interviewing efforts on the existing sample and tighter sample control. This approach ensures that only the amount of sample necessary to obtain the desired number of completed interviews was released. However, once it became clear that a substantial amount of additional sample would be required to achieve the targets for blacks and Hispanics, the decision was made to achieve the targets within the available field period at the expense of the response rate.

CATI Management of Call Rotation and Scheduling. The CATI sample management system controlled the release of sample to interviewers for dialing and the rotation of contact attempts. The likelihood of contacting a respondent at each sampled telephone number was maximized by using a call rotation algorithm that ensured that each case was cycled through early weeknight, later weeknight, weekend, and daytime attempts until contact was made with that household.

Once household contact was made, the sample management system handled the scheduling of appointments for additional calls to selected respondents who were not home or who preferred to complete the interview at a later time. The interviewer entered the designated date and time for the "callback" appointment, at which time CATI automatically presented the case to an interviewer so that the appointment would be kept.

Refusal Avoidance. Due to the importance of preventing initial refusals in achieving a high response rate, a portion of the interviewer training sessions was dedicated to techniques on refusal avoidance. This training consisted of a discussion of how to handle uncooperative respondents, answers to some frequently asked questions, and background on the survey topic that could help interviewers build a rapport with the respondent. If respondents had questions or concerns that BRI interviewers and supervisors could not address, they were referred to HumRRO's project staff via a toll-free number.

Early in the field period, interviewers were monitored closely. In addition to listening to the mechanics of the interview to make sure administration was running smoothly, HumRRO and BRI staff were listening for any specific items or areas of the interview that might result in respondent refusal.

Refusal Conversion. Despite interviewers' best efforts at refusal avoidance, refusals did occur. At the time of the initial refusal, interviewers categorized the case as a "soft" or "hard" refusal. "Soft" refusals were cases that, with the proper handling, had the potential to be converted to a cooperative respondent. Most initial refusals fall into this category. "Hard" refusals were cases that were adamant in their unwillingness to participate in the interview. These included cases that responded angrily or definitively stated that they do not want to be contacted again. Within a week or two of the initial refusal, batches of "soft" refusals were released for refusal conversion. Specifications for release of these cases were programmed into the CATI sample management system. Access to cases eligible for refusal conversion was limited to interviewers who were specifically selected for their ability to effectively respond to the questions and concerns of hesitant and reluctant respondents and to gain their cooperation. Cases that refused again during the refusal conversion effort and truly "hard" refusals received a "final refusal" disposition – indicating they were ineligible for further contact attempts.

Re-Dialing Unusable Numbers. Cases where contact attempts had resulted in an "unusable" status (e.g., disconnected, computer/fax tone) were periodically re-released to be re-dialed. Through past experience, these statuses are often temporary and that additional contact attempts at a later time find a cooperative respondent.

V. Data Processing and Deliverables

A. Coding

The Youth and Influencer survey instruments consisted largely of closed-ended, precoded survey items. However, there were a few items with "other (specify)" response options that required post-interview coding – two items in the Youth poll and five items in the Influencer poll. As batches of completed survey data were received, "other (specify)" responses were reviewed. When appropriate, responses were recoded into one of the existing categories – including those listed in the questionnaire, as well as, additional codes added during previous waves of the polls. Remaining responses were reviewed to determine whether any response was given frequently enough that an additional code should be added to the existing list of responses. Lists of "other (specify)" responses were periodically reviewed throughout the field period to determine whether any additional codes were warranted. All coded responses were reviewed by a second member of the research staff as a quality control measure. Code lists for the Youth and Influencer Polls are available upon request.

"Other (specify)" responses that were not recoded (i.e., remained as an "other") were delivered to JAMRS in an Excel file. Responses entered by interviewers were cleaned up (e.g., spelling and grammar corrections) as part of the coding process.

B. Data Processing

The process of preparing a clean datafile involved converting the data from CATI format and running the data through a series of cleaning programs. The cleaning programs included a series of flags for cases with inconsistent, out of range, or otherwise unexpected response patterns. While CATI typically produces an extremely clean datafile, the cleaning process provided an opportunity to correct discrepancies that arose as a result of coding and to ensure the quality of the final data files prior to delivery. Once the datafiles were deemed clean, they were converted to the SPSS variable format and underwent a final review.

C. Weighting Youth Data

Once a clean Youth datafile was prepared, a series of survey weights were calculated for each case. The sampling weights adjusted for differential probabilities of selection and the potential biasing effect of nonresponse and undercoverage. A detailed explanation of the weighting process is available upon request.

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Appendix C

JAMRS INFLUENCER POLL
FALL 2005

RESPONDENTS INFLUENCERS AGED ≥ 22 AND ≤ 85 AND PARENTS OF 16 TO 21 YEAR OLD YOUTH RESPONDENTS

GENERAL INSTRUCTIONS

Objective:
The objective of this research is to conduct regular quantitative polling among the influencers of recruit-age youth. Each poll will assess and track likelihood to recommend military service and demographic characteristics. The poll will also be tailored to include questions on current events, important indicators, and topical areas of interest. JAMRS will conduct interviews with influencers two times per year – in May and October.

Target Audience/Screening:
There are two subsets within the target audience. Parents and non-parent influencers. The parent sample will be obtained via follow-up calls of parents of youth who completed the corresponding Youth Poll (October 2005 Youth Poll). Non-parent influencers will be drawn via a list-assisted telephone sample from hundred-number banks with one or more listed numbers. Non-parent influencers will be randomly selected from those households without youth ages 16 to 21. The non-parent influencers must be at least 22, but less than 85 years old and an influencer of youth age 12 to 21. Influencers include coaches, clergy, scout leaders, employers, teachers, church lay people, volunteers, guidance counselors, and mentors.

Field Dates:
Pre-test October 10, 2005
Launch study on October 17, 2005
Complete interviewing on November 30, 2005

Length:
This interview should last approximately 20 minutes.

Geography:
100% United States - including Alaska, Hawaii and the District of Columbia

Sample Size:
Total of 650 parental influencers whose child completed the Youth Poll survey. Calling will continue until a minimum of 200 mothers and 200 fathers have completed the survey.
An additional 600 interviews will be completed with non-parent influencers age 22 to 85 (40% incidence).

Dialing Procedures:
Interviews will be conducted during the evening and weekend hours. Phone centers will use computer assisted telephone interviewing (CATI). Plan an initial call and maximum of nine callbacks. Callbacks will be scheduled on different days, different times of the day, and in different weeks.

SCREENERS

NON-PARENT INFLUENCER SCREENER

INFINTRO1. I'm also calling to learn about adult opinions and attitudes regarding options for youth after high school.

How many people age 22 to 85 live in this household? Please include yourself if you are age 22 to 85.

> RECORD NUMBER AGE 22-85
> 0   NONE
> 99 DK/REF

IF INFINTRO1=0 OR 99, THANK AND TERMINATE. CODE AS INELIGIBLE.
IF INFINTRO1=1, SKIP TO INFGPA
IF INFINTRO=2–98, CONTINUE

INFINTRO3. And how many of those (INSERT NUMBER FROM INFINTRO1) people age 22 to 85 are males?

> RECORD NUMBER OF MALES AGE 22-85
> 0   NONE
> 99 DK/REF

IF INFINTRO3=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.
BASED ON RESPONSES TO INFINTRO1 AND INFINTRO3, AN INFLUENCER RESPONDENT
WILL BE SELECTED BY COMPUTER.

INFGPA. (IF ONLY ONE 22-85 YEAR OLD) May I speak with the member of this household who is between the age of 22 and 85?

(IF ONLY ONE 22-85 YEAR OLD OF SELECTED GENDER) May I speak with the 22 to 85 year old (male/female)?

(IF MORE THAN ONE 22 TO 85 YEAR OLD OF SELECTED GENDER) May I speak with the (oldest/second oldest/second youngest/youngest) 22 to 85 year old (male/female)?

> 1   YES, I'M THAT PERSON
> 2   YES, I'LL GET HIM/HER
> 3   NO, RESPONDENT ISN'T AVAILABLE
> 4   NO, YOU CAN'T TALK TO THAT PERSON
> 99 DK

IF INFGPA=1, SKIP TO INFS5
IF INFGPA=2, WAIT UNTIL RESPONDENT GETS ON THE PHONE AND READ INFINTRO2.

IF INFGPA=3, ARRANGE CALLBACK
IF INFGPA=4, THANK AND TERMINATE. CODE AS REFUSAL.
IF INFGPA=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.

INFINTRO2   Hello, I'm _____ calling for the United States Government. We're conducting a study to learn about adult opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. (DO NOT PAUSE)

INFS5.   Do you have any children between the ages of 12 and 21?

                    0   NO
                    1   YES
                    99 DK/REF

IF INFS5=0, ASK INF1
IF INFS5=1 OR 99, THANK AND TERMINATE. CODE AS INELIGIBLE.
INF1.   Do you have a relationship with a youth between the ages of 12 and 21 where he or she might come to you for advice about what to do after high school?

                    0   NO
                    1   YES
                    99 DK/REF

IF INF1=1, CONTINUE
IF INF1=0 OR 99 THANK AND TERMINATE. CODE AS INELIGIBLE.

INF2.   What role or position do you have where you interact with youth ages 12 to 21? (IF NECESSARY PROBE: For example, are you a teacher, coach, youth group leader?) (ACCEPT MULTIPLE RESPONSES)

                    1   YOUTH SPORTS COACH
                    2   CLERGY MEMBER
                    3   SCOUT LEADER
                    4   EMPLOYER OF PEOPLE UNDER THE AGE OF 21
                    5   GRANDFATHER/GRANDMOTHER
                    6   SISTER/BROTHER
                    7   UNCLE/AUNT
                    8   TEACHER
                    9   CHURCH LAYPERSON
                    10 VOLUNTEER WORK
                    11 GUIDANCE COUNSELOR
                    12 MENTOR
                    97 OTHER (SPECIFY)_____
                    99 DK/REF

IF INF2=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.
ALL OTHERS, SKIP TO S1

PARENT SCREENER

(FOR PARENTS OF YOUTH WHO COMPLETED A YOUTH SURVEY.)

INTRO1:   Hello, I'm _____ calling for the United States Government. We're conducting a study to learn about opinions and attitudes regarding options for youth after high school. (DO NOT PAUSE)

INSERT SELECTED PARENT GENDER OR, IF FLAGGED, OPPOSITE OF SELECTED PARENT.
INSERT YOUTH'S FIRST AND LAST NAME FROM DEM17 OF YOUTH INTERVIEW
GPA.   May I speak with (YOUTH'S FIRST AND LAST NAME)'s (father/mother)?

    1   YES, RESPONDENT IS THE ONE WHO ANSWERED THE PHONE
    2   YES, I'LL GET HIM/HER
    3   NO, RESPONDENT ISN'T AVAILABLE, BUT LIVES IN HOUSEHOLD
    4   NO, THAT PARENT DOES NOT LIVE IN THIS HOUSEHOLD
    5   NO, YOU CAN'T TALK TO THAT PERSON
    99 DK

IF GPA=1, GO TO S1
IF GPA=2, WAIT UNTIL RESPONDENT GETS ON THE PHONE, RE-READ INTRO AND GO TO INTRO2
IF GPA=3, ARRANGE CALLBACK
IF GPA=4, THANK AND TERMINATE. CODE AS INELIGIBLE.
IF GPA=5, THANK AND TERMINATE. CODE AS REFUSAL.
IF GPA=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.

CHECK S2 (GENDER) FROM YOUTH INTERVIEW. IF S2=1, USE "SON"; IF S2=2, USE "DAUGHTER".
INSERT YOUTH'S FIRST NAME FROM DEM17 OF YOUTH INTERVIEW.

INTRO2   (IF NEW RESPONDENT) Hello, I'm _____ calling for the United States Government. We're conducting a study to learn about opinions and attitudes regarding options for youth after high school.

(ALL) Your (son/daughter), (INSERT YOUTH FIRST NAME), participated in a telephone study of 16 to 21 year olds regarding their future plans after high school. We would now like to obtain your thoughts and feelings on career choices your (son/daughter) has after high school. For quality purposes, my supervisor may monitor this call. (DO NOT PAUSE. CONTINUE TO S1.)

INTRODUCTION

S1.   All information you provide is protected under the Privacy Act of 1974. Your identity will not be released for any reason and your participation is voluntary. (DO NOT PAUSE)

Could you please tell me your age?

> RECORD ANSWER (ALLOW 22-85)
> 99 DK/REF

IF INFLUENCER AND S1 NOT 22-85, VERIFY AGE.   IF CONFIRMED, TERMINATE INTERVIEW
IF INFLUENCER AND S1=22-85, CONTINUE.
IF S1=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.
IF PARENT, CONTINUE REGARDLESS OF AGE IN S1.

S2.   I'm required to ask whether you are male or female. (IF REFUSED, ENTER BY OBSERVATION.)

> 1   MALE
> 2   FEMALE

IF DISCREPANCY BETWEEN S2 RESPONSE AND RESPONDENT SELECTION/FLAG, TERMINATE INTERVIEW.

DEM1.   What is the highest level of school you have completed or the highest degree you have received? (READ LIST ONLY IF NECESSARY) (SINGLE RESPONSE ONLY) (PROBE TO CLARIFY) (IF ASSOCIATE DEGREE: Is your Associate Degree in an occupational, vocational, or academic program?)

> 1   LESS THAN HIGH SCHOOL (INCLUDES "SOME HIGH SCHOOL")
> 2   HIGH SCHOOL GRADUATE – DIPLOMA OR EQUIVALENT (GED)
> 3   SOME COLLEGE, BUT NO DEGREE
> 4   ASSOCIATE DEGREE – OCCUPATIONAL/VOCATIONAL
> 5   ASSOCIATE DEGREE – ACADEMIC PROGRAM
> 6   BACHELOR'S DEGREE (BA, AB or BS)
> 7   MASTER'S DEGREE (MA, MS, MEng, MEd, MSW)
> 8   PROFESSIONAL SCHOOL DEGREE (MD, DDS, DVM)
> 9   DOCTORATE DEGREE (PhD, EdD)
> 99 DK/REF

PROGRAM DEM10, DEM11, AND DEM11A IN 2 LOCATIONS – HERE AND AT THE END OF THE INTERVIEW. INITIALLY, THESE ITEMS WILL BE ASKED AT THE END OF THE INTERVIEW, BUT MAY LATER BE ASKED DURING THE SCREENER.

IF DEM10, DEM11, AND DEM11A ARE ASKED AT THE END OF THE INTERVIEW, SKIP TO
          ADV.

ASK DEM10 IN ONE LOCATION ONLY.
DEM10.   Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

> 0   NO
> 1   YES, (Includes, Mexican, Mexican American, Chicano, Puerto Rican,
>   Cuban, and other Spanish/Hispanic/Latino origin.)
> 99 DK/REF

ASK DEM11 IN ONE LOCATION ONLY.
DEM11.   I'm going to read a list of racial categories. Please select one or more to describe your race.
         Are you…(READ LIST)? (IF NECESSARY: Which of the following race categories do
         you most closely identify with?) (ALLOW UP TO 5 RESPONSES.)

> 1   White
> 2   Black or African-American
> 3   American Indian or Alaskan Native
> 4   Asian (INCLUDE ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE,
>   KOREAN, VIETNAMESE)
> 5   Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN,
>   GUAMANIAN, CHAMORRO)
> 6   (DO NOT READ) OTHER HISPANIC ONLY (INCLUDE MEXICAN,
>   MEXICAN AMERICAN, CHICANO, PUERTO RICAN, CUBAN, OR
>   OTHER SPANISH/HISPANIC/LATINO ORIGIN)
> 99   (DO NOT READ) DK/REF

ASK DEM11A IN ONE LOCATION ONLY.
IF DEM11=6 ONLY, ASK DEM11A. ELSE SKIP TO ADV.
DEM11A. In addition to being Hispanic, do you consider yourself to be … (READ LIST)? (ALLOW
        UP TO 5 RESPONSES)

> 1   White
> 2   Black or African-American
> 3   American Indian or Alaskan Native
> 4   Asian (INCLUDES ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE,
>   KOREAN, VIETNAMESE)
> 5   Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN,
>   GUAMANIAN, CHAMORRO)
> 98 (DO NOT READ) NOT APPLICABLE
> 99 (DO NOT READ) DK/REF

LIKELIHOOD TO RECOMMEND

IF PARENT, SKIP TO ADVC.
IF INFLUENCER, CONTINUE.

INSERT WORDING BASED ON INF2 RESPONSE. IF EDUCATOR (INF2=8 OR 11), USE 1ST WORDING. IF COACH (INF2=1), USE 2ND WORDING. IF EDUCATOR AND COACH (INF2=1 AND (8 OR 11)], USE 1ST WORDING. IF OTHER INFLUENCER (INF2 NOT 1, 8, OR 11), USE 3RD WORDING.

ADV.   Now let's talk about the choices (your students/your players/young people) have. Suppose (one of your students/one of your players/a youth you know) came to you for advice about the various post-high school options that are available. What would you recommend? (DO NOT READ LIST) (PROBE: What else would you recommend?) (ALLOW MULTIPLE RESPONSES)

    1   SCHOOL (INCLUDES ANY FORMAL TRAINING/EDUCATION)
    2   JOB / WORK
    3   JOIN THE MILITARY / SERVICE
    4   DO NOTHING
    5   STAY AT HOME
    6   TRAVEL
    97 OTHER (SPECIFY) _____
    98 NOT APPLICABLE
    99 DK/REF

ASK ADV2 FOR EACH ITEM a-l.
RANDOMIZE ITEMS a-e AND ASK FIRST, THEN RANDOMIZE f-l.
ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)
INSERT WORDING BASED ON INF2 RESPONSE. IF EDUCATOR (INF2=8 OR 11), USE 1ST
WORDING. IF COACH (INF2=1), USE 2ND WORDING. IF EDUCATOR AND COACH (INF2=1
AND (8 OR 11)], USE 1ST WORDING. IF OTHER INFLUENCER (INF2 NOT 1, 8, OR 11), USE
3RD WORDING.

ADV2.   Now I would like to ask your opinion about some specific choices that young people have.

Suppose (one of your students/one of your players/a youth you know) came to you for advice about various post high school options. How likely is it that you would recommend (INSERT ITEM)? Are you … (READ LIST)? (IF "IT DEPENDS", PROBE: <u>In general</u>, is this something you would recommend?)

      a.   Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
      b.   Attending a four-year college or university
      c.   Getting a full-time job
      d.   Getting a part-time job
      e.   Attending a trade, technical, vocational or community college
      f.   Serving on active duty in the Coast Guard
      g.   Serving on active duty in the Army
      h.   Serving on active duty in the Air Force
      i.   Serving on active duty in the Marine Corps
      j.   Serving on active duty in the Navy
      k.   Serving in the National Guard
      l.   Serving in the Reserves

        1   Very likely
        2   Likely
        3   Neither likely nor unlikely
        4   Unlikely
        5   Very unlikely
        98   (DO NOT READ) Not Applicable
        99   (DO NOT READ) DK/REF

IF INFLUENCER, SKIP TO SUP1.
IF PARENT, CONTINUE TO ADVC.

CHECK S2 (GENDER) FROM YOUTH INTERVIEW. IF S2=1, USE "SON" AND "HIS"; IF S2=2, USE "DAUGHTER" AND "HER".
INSERT YOUTH'S FIRST NAME FROM DEM17 OF YOUTH INTERVIEW.

ADVC.   Throughout this survey I would like you to keep in mind only your (son/daughter), (INSERT FIRST NAME), who recently completed a similar telephone survey.

Now let's talk about the choices your child has. Suppose your child came to you for advice about the various post-high school options that are available. What would you recommend?

(DO NOT READ LIST) (PROBE: What else would you recommend?) (ALLOW MULTIPLE RESPONSES)

        1   SCHOOL (INCLUDES ANY FORMAL TRAINING/EDUCATION)
        2   JOB / WORK
        3   JOIN THE MILITARY / SERVICE
        4   DO NOTHING
        5   STAY AT HOME
        6   TRAVEL
        97   OTHER (SPECIFY) _____
        98   NOT APPLICABLE
        99   DK/REF

ASK ADVC2 FOR EACH ITEM a-l.
RANDOMIZE ITEMS a-e AND ASK FIRST, THEN RANDOMIZE f-l.
ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

ADVC2.   Now I would like to ask your opinion about some specific choices that your child has.

Suppose your child between the ages of 16 and 21 came to you for advice about various post high school options. How likely is it that you would recommend (INSERT ITEM)? Are you… (READ LIST)?

   a. Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
   b. Attending a four-year college or university
   c. Getting a full-time job
   d. Getting a part-time job
   e. Attending a trade, technical, vocational or community college
   f. Serving on active duty in the Coast Guard
   g. Serving on active duty in the Army
   h. Serving on active duty in the Air Force
   i. Serving on active duty in the Marine Corps
   j. Serving on active duty in the Navy
   k. Serving in the National Guard
   l. Serving in the Reserves

      1   Very likely
      2   Likely
      3   Neither likely nor unlikely
      4   Unlikely
      5   Very unlikely
      99 (DO NOT READ) DK/REF

CHECK YOUTH S2 (GENDER). IF S2=1, USE 1ST WORDING. IF S2=2, USE 2ND WORDING. IF NOT A PARENT, INSERT WORDING BASED ON INF2 RESPONSE. IF EDUCATOR (INF2=8 OR 11), USE 3RD WORDING. IF COACH (INF2=1), USE 4TH WORDING. IF EDUCATOR AND COACH (INF2=1 AND (8 OR 11)], USE 3RD WORDING. IF OTHER NON-PARENT INFLUENCER (INF2 NOT 1, 8 OR 11), USE LAST WORDING.
ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

SUP1.   Suppose (your son/your daughter/one of your students/one of your players/a youth you know) told you they were planning on joining the military. Would you… (READ LIST)?

      1   Strongly support their decision to join
      2   Somewhat support their decision
      3   Neither support nor oppose their decision
      4   Somewhat oppose their decision
      5   Strongly oppose their decision to join
      99 DK/REF

FAVORABILITY

FAV1.　Using all that you know or have heard about the U.S. military, please rate the U.S. military using a 10 point scale where 1 means "Very Unfavorable" and 10 means "Very Favorable". How would you rate the U.S. Military?

>　　　RECORD RATING (ALLOW 1–10)
>　　　99　DK/REF

RANDOMIZE ORDER OF ITEMS a-e

FAV2.　Using all that you know or have heard about the various active duty branches of the U.S. military, please rate each branch using a 10 point scale where 1 means "Very Unfavorable" and 10 means "Very Favorable".　How would you rate the (INSERT ITEM)?

>　　a.　Air Force
>　　b.　Army
>　　c.　Coast Guard
>　　d.　Marine Corps
>　　e.　Navy

>　　　RECORD RATING (ALLOW 1–10)
>　　　99　DK/REF

ROTATE ORDER OF ITEMS a & b

FAV3.　Now, using all that you know or have heard, please rate the U.S. National Guard and Reserves using a 10 point scale where 1 means "Very Unfavorable" and 10 means "Very Favorable".　How would you rate the (INSERT ITEM)?

>　　a.　Reserves
>　　b.　National Guard

>　　　RECORD RATING (ALLOW 1–10)
>　　　99　DK/REF

KNOWLEDGE OF MILITARY

KW2.　Let's talk about your knowledge of the U.S. military.　Please use a scale from 1 to 10 where 1 means "Not At All Knowledgeable" and 10 means "Extremely Knowledgeable".　Please tell me how knowledgeable you are about the U.S. Military.

>　　　RECORD RATING (ALLOW 1–10)
>　　　99　DK/REF

COMMUNICATION WITH YOUTH

IF PARENT, ASK COM1. ELSE SKIP TO ATT1.
ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)
COM1.   Now I want to ask you about the role you play in your child's decision making process about the future. Please tell me how frequently you talk to your child about his or her future. Would you say you talk to him or her… (READ LIST)?

                    1   Very Frequently
                    2   Frequently
                    3   Sometimes
                    4   Rarely
                    5   Never
                    99 (DO NOT READ)

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)
COM2.   And, please tell me how frequently you have discussed the possibility of enlisting in the military with your child. Would you say you have discussed this… (READ LIST)?

                    1   Very Frequently
                    2   Frequently
                    3   Sometimes
                    4   Rarely
                    5   Never
                    99 (DO NOT READ) DK/ REF

IF COM2=5 (NEVER), SKIP TO COM3.
ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)
ADV9.   When discussing the military, were you… (READ LIST)?

                    1   Very Negative
                    2   Mostly Negative
                    3   Mixed
                    4   Mostly Positive
                    5   Very Positive
                    99 (DO NOT READ) DK/ REF

RANDOMIZE ORDER OF ITEMS a-d.
COM3.   Have you ever… (INSERT ITEM)?

        a. Pointed a military ad out to your child
        b. Suggested contacting a recruiter to your child
        c. Gathered information regarding the military for your child
        d. Spoken to a recruiter or military veteran about your child joining the military

          0   NO
          1   YES
          99 DK/REF

ATTITUDE TOWARD BEHAVIOR

IN ATT1, INSERT TRANSITONAL STATEMENT ONLY IF PARENT.
IF PARENT, USE 1st WORDING. IF EDUCATOR (INF2=8, 11), USE 2nd WORDING. IF OTHER
INFLUENCER (INF2 NOT EQ 8 or 11), USE 3rd WORDING.

ATT2.   (IF PARENT) Again, I would like to remind you to please keep in mind your child who is
        between the ages of 16 and 21 who recently participated in the telephone study.

        (ALL) Now I want to talk to you about recommending military service to (your child/one of
        your students/a youth you know).

        How would you rate recommending military service to (your child/one of your students/a
        youth you know) when he or she is considering what to do after high school? Please use a
        7-point scale where 1 means "Extremely Foolish" and 7 means "Extremely Wise." You can
        use any number between 1 and 7.

            RECORD RATING (ALLOW 1-7)
            99 DK/REF

IF PARENT, USE 1st WORDING. IF EDUCATOR (INF2=8, 11), USE 2nd WORDING. IF OTHER
INFLUENCER (INF2 NOT EQ 8 or 11), USE 3rd WORDING.

ATT3.   Using a 7-point scale where 1 means "Extremely Harmful" and 7 means "Extremely
        Beneficial", how would you rate recommending military service to (your child/one of your
        students/a youth you know) when he or she is considering what to do after high school?

            RECORD RATING (ALLOW 1-7)
            99 DK/REF

SUBJECTIVE NORMS – GLOBAL

IF PARENT, USE 1st WORDING.
IF EDUCATOR (INF2=8, 11), USE 2nd WORDING.
IF OTHER INFLUENCER (INF2 NOT EQ 8 or 11), USE 3rd WORDING.

SUBG1.   (IF PARENT) Now I would like you to think about all of the people that you might talk to when making decisions regarding your child's future. How supportive do you think these people would be if you told them you have just recommended joining the U.S. military to your child? Please use a 7-point scale where 1 means "Extremely Unsupportive" and 7 means "Extremely Supportive."

(IF EDUCATOR) Now, I would like you to think about the people who have the most influence on the recommendations you make to your students. How supportive do you think these people would be if you told them you have just recommended joining the U.S. military to one of your students? Please use a 7-point scale where 1 means "Extremely Unsupportive" and 7 means "Extremely Supportive."

(IF NON-PARENT/NON-EDUCATOR) Now, I would like you to think about the people who have the most influence on the recommendations you make to youth. How supportive do you think these people would be if you told them you have just recommended joining the U.S. military to a youth you know? Please use a 7-point scale where 1 means "Extremely Unsupportive" and 7 means "Extremely Supportive."

[IF NECESSARY: Just think about all of the people that you might talk to before making any recommendations to (your child/your students/youth you know) about their future.]

RECORD RATING (ALLOW 1-7)
99 DK/REF

IF PARENT, USE 1st WORDING.
IF EDUCATOR (INF2=8, 11), USE 2nd WORDING.
IF OTHER INFLUENCER (INF2 NOT EQ 8 or 11), USE 3rd WORDING.

SUBG3.   (IF PARENT) Now I would like to imagine that you have just recommended to your child that he or she join the U.S. military. Still thinking about all of the people that you might talk to when making decisions about your child's future, how good or bad would they think your decision to recommend the military is? Please use a 7-point scale where 1 means "Extremely Bad" and 7 means "Extremely Good."

(IF EDUCATOR) Again, imagine that you have just recommended to one of your students that he or she join the U.S. military. Using a 7-point scale where 1 means "Extremely Bad" and 7 means "Extremely Good," how do you think the people who have the most influence on your decisions would rate this decision to recommend the U.S. military?

(IF NON-PARENT/NON-EDUCATOR) Again, imagine that you have just recommended to a youth you know that he or she join the U.S. military. Using a 7-point scale where 1 means "Extremely Bad" and 7 means "Extremely Good," how do you think the people who have the most influence on your decisions would rate this decision to recommend the U.S. military?

RECORD RATING (ALLOW 1-7)
99 DK/REF

OUTCOME EVALUATIONS

IF PARENT, USE 1st WORDING.
IF EDUCATOR (INF2=8, 11), USE 2nd WORDING.
IF OTHER INFLUENCER (INF2 NOT EQ 8 or 11), USE 3rd WORDING.
RANDOMIZE ORDER OF ITEMS a-x. NOTE GAPS IN ITEM LETTERING.

OUT.   Suppose (your child/one of your students/a youth you know) came to you for advice about what to do after high school. As I read each of the following, please tell me how important is it that the choices (your child/one of your students/a youth) makes help him or her to do this.

Using a 7-point scale where 1 means "Not At All Important" and 7 means "Extremely Important," how important is it that the choices (your child/one of your students/the youth you know) makes help him or her to (INSERT ITEM)?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

   a. Earn money for college
   e. Develop self-discipline
   f. Be in contact with family and friends
   h. Learn a valuable trade or skill
   j. Train in cutting edge technology
   l. Have the opportunity to travel
   m. Experience adventure
   n. Do something for his or her country
   p. Do something he or she can be proud of
   r. Be in an environment free of physical harm or danger
   t. Have a lifestyle that is attractive to him or her
   v. Have a good paying job
   w. Have a physically active job
   x. Have a job that is exciting

           RECORD RATING (ALLOW 1-7)
           99 DK/REF

BEHAVIORAL BELIEFS

IF PARENT, USE 1st WORDING.
IF EDUCATOR (INF2=8, 11), USE 2nd WORDING.
IF OTHER INFLUENCER (INF2 NOT EQ 8 or 11), USE 3rd WORDING.
RANDOMIZE ORDER OF ITEMS a-x. NOTE GAPS IN ITEM LETTERING.

BEH.   Now I am going to read the same list of items again. This time, as I read each one, please tell me how likely it is that joining the U.S. military would help (your child/one of your students/a youth you know) to do this.

Using a 7-point scale where 1 means "Extremely Unlikely" and 7 means "Extremely Likely," how likely is it that joining the U.S. military would help (your child/one of your students/a youth) to (INSERT ITEM)?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

　　　　a. Earn money for college
　　　　e. Develop self-discipline
　　　　f. Be in contact with family and friends
　　　　h. Learn a valuable trade or skill
　　　　j. Train in cutting edge technology
　　　　l. Have the opportunity to travel
　　　　m. Experience adventure
　　　　n. Do something for his or her country
　　　　p. Do something he or she can be proud of
　　　　r. Be in an environment free of physical harm or danger
　　　　t. Have a lifestyle that is attractive to him or her
　　　　v. Have a good paying job
　　　　w. Have a physically active job
　　　　x. Have a job that is exciting

　　　　　　RECORD RATING (ALLOW 1-7)
　　　　　　99   DK/REF

SUBJECTIVE NORMS

IF PARENT, ASK SUBJ_A.
IF EDUCATOR (INF2=8, 11), SKIP TO SUBJ_B.
IF OTHER INFLUENCER (INF2 NOT EQ 8 or 11), SKIP TO SUBJ_C.
RANDOMIZE ORDER OF ITEMS a-j.

SUBJ_A. (IF PARENT) Now I am going to read a list of people. As I read each one, please tell me how supportive they would be if you recommended the military to your child. Please use a 7-point scale where 1 means "Extremely Unsupportive" and 7 means "Extremely Supportive." If you are not personally associated with this type of person, please tell me and we will move to the next one. How supportive would (INSERT ITEM) be if you recommended the military to one of your children?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

   a. Your child's guidance or career counselors
   b. Members of your immediate family
   c. Non-family members who have served or are currently serving in the military
   d. Your extended family (IF NECESSARY: that is, cousins, uncles, aunts, grandparents, etc.)
   f. Your close friends
   g. Family members who have served or are currently serving in the military
   h. Your child's teachers or educators
   j. Other parents

   RECORD RATING (ALLOW 1-7)
   98 NOT ASSOCIATED WITH THIS TYPE OF PERSON
   99 DK/REF

IF PARENT, SKIP TO MOT_A.
RANDOMIZE ORDER OF ITEMS a-i.

SUBJ_B. (IF EDUCATOR) Now I am going to read a list of people. As I read each one, please tell me how supportive they would be if you recommended the military to one of your students. Please use a 7-point scale where 1 means "Extremely Unsupportive" and 7 means "Extremely Supportive." If you are not personally associated with this type of person please tell me and we will move to the next one. How supportive would (INSERT ITEM) be if you recommended the military to one of your students?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

    a. Guidance or career counselors
    b. Members of your immediate family
    c. Non-family members who have served or are currently serving in the military
    d. Your extended family (IF NECESSARY: that is, cousins, uncles, aunts, grandparents, etc.)
    f. Your close friends
    g. Family members who have served or are currently serving in the military
    h. Other teachers or educators
    i. The student's parents

            RECORD RATING (ALLOW 1-7)
            98 NOT ASSOCIATED WITH THIS TYPE OF PERSON
            99 DK/REF

IF EDUCATOR (INF2=8, 11), SKIP TO MOT_B.
RANDOMIZE ORDER OF ITEMS a-i.

SUBJ_C. (IF NON-PARENT/NON-EDUCATOR) Now I am I going to read a list of people. As I read each one, please tell me how supportive they would be if you recommended the military to a youth you know. Please use a 7-point scale where 1 means "Extremely Unsupportive" and 7 means "Extremely Supportive." If you are not personally associated with this type of person, please tell me and we will move to the next one. How supportive would (INSERT ITEM) be if you recommended the military to a youth you know?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

    a. The youth's guidance or career counselors
    b. Members of your immediate family
    c. Non-family members who have served or are currently serving in the military
    d. Your extended family (IF NECESSARY: that is, cousins, uncles, aunts, grandparents, etc.)
    f. Your close friends
    g. Family members who have served or are currently serving in the military
    h. The youth's teachers or educators
    i. The youth's parents

        RECORD RATING (ALLOW 1-7)
        98 NOT ASSOCIATED WITH THIS TYPE OF PERSON
        99 DK/REF

MOTIVATION TO COMPLY

IF PARENT, ASK MOT_A.
IF EDUCATOR (INF2=8, 11), SKIP TO MOT_B.
IF OTHER INFLUENCER (INF2 NOT EQ 8 or 11), SKIP TO MOT_C.
RANDOMIZE ORDER OF ITEMS a-j. IF SUBJ_A=98, EXCLUDE THAT ITEM.

MOT_A.   (IF PARENT) Now I am going to read the same list of people. This time, please tell me how strongly they influence the recommendations you make to your child.   Using a 7-point scale where 1 means "Not At All" and 7 means "To a Very Great Extent," how much do (INSERT ITEM) influence the recommendations you make?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

  a. Your child's guidance or career counselors
  b. Members of your immediate family
  c. Non-family members who have served or are currently serving in the military
  d. Your extended family (IF NECESSARY: that is, cousins, uncles, aunts, grandparents, etc.)
  f. Your close friends
  g. Family members who have served or are currently serving in the military
  h. Your child's teachers or educators
  j. Other parents

       RECORD RATING (ALLOW 1-7)
       99 DK/REF

IF PARENT, SKIP TO SELF1.
RANDOMIZE ORDER OF ITEMS a-i. IF SUBJ_B=98, EXCLUDE THAT ITEM.

MOT_B.   (IF EDUCATOR) Now I am going to read the same list of people. This time, please tell me how strongly they influence the recommendations you make to your students. Using a 7-point scale where 1 means "Not At All" and 7 means "To a Very Great Extent," how much do (INSERT ITEM) influence the recommendations you make?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

  a. Guidance or career counselors
  b. Members of your immediate family
  c. Non-family members who have served or are currently serving in the military
  d. Your extended family (IF NECESSARY: that is, cousins, uncles, aunts, grandparents, etc.)
  f. Your close friends
  g. Family members who have served or are currently serving in the military
  h. Other teachers or educators
  i. The student's parents

RECORD RATING (ALLOW 1-7)
99   DK/REF

IF EDUCATOR (INF2=8, 11), SKIP TO SELF1.
RANDOMIZE ORDER OF ITEMS a-i. IF SUBJ_C=98, EXCLUDE THAT ITEM.

MOT_C.   (IF NON-PARENT/NON-EDUCATOR) Now I am going to read the same list of people. This time, please tell me how strongly they influence the recommendations you make to youth you know. Using a 7-point scale where 1 means "Not At All" and 7 means "To a Very Great Extent," how much do (INSERT ITEM) influence the recommendations you make?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

a. The youth's guidance or career counselors
b. Members of your immediate family
c. Non-family members who have served or are currently serving in the military
d. Your extended family (IF NECESSARY: that is, cousins, uncles, aunts, grandparents, etc.)
f. Your close friends
g. Family members who have served or are currently serving in the military
h. The youth's teachers or educators
i. The youth's parents

RECORD RATING (ALLOW 1-7)
99 DK/REF

CHILD-EFFICACY

IF PARENT, ASK SELF1. ELSE SKIP TO IND1.
RANDOMIZE ORDER OF ITEMS a-h. NOTE GAPS IN ITEM LETTERING.
ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1).

SELF1. Now I am going to read you a list of activities. As I read each one, please tell me how confident you are that your child could do this.

How confident are you that your child could (INSERT ITEM)? Would you say... (READ LIST)?

(READ ENTIRE QUESTION FOR FIRST FEW ITEMS, THEN AS NEEDED.)

   a. Successfully complete military boot camp
   b. Leave his or her family and friends for an extended period of time
   c. Fight in a war
   d. Succeed in a highly structured environment
   g. Qualify for a desirable job within the Military
   h. Clear all the Military's medical and physical requirements

   1   Definitely no
   2   Probably no
   3   Maybe yes, maybe no
   4   Probably yes
   5   Definitely yes
   99 (DO NOT READ) DK/REF

ECONOMIC INDICATORS

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-4) AND (4-1).

IND1. How difficult is it for a high school graduate to get a full-time job in your community? Is it… (READ LIST)?

   1   Almost Impossible
   2   Very Difficult
   3   Somewhat Difficult
   4   Not Difficult at All
   99 (DO NOT READ) DK/REF

IND2. Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?

   1   MILITARY

                    2   CIVILIAN JOB
                    3   EQUALLY IN BOTH
                    99 DK/REF

IND3.   Four years from now, do you think the economy will be better than, worse than or about the
         same as it is today?

                    1   BETTER THAN
                    2   WORSE THAN
                    3   ABOUT THE SAME
                    99 DK/REF

CURRENT EVENTS

CUR7.   Do you support or oppose US Military troops being in Iraq?

                    1   SUPPORT
                    2   OPPOSE
                    3   (DO NOT READ) NEITHER
                    99 (DO NOT READ) DK/REF

IF PARENT, INSERT 1ST WORDING. IF EDUCATOR (INF2=8 OR 11), INSERT 2ND WORDING.
IF COACH (INF2=1), INSERT 3RD WORDING. IF EDUCATOR <u>AND</u> COACH (INF2=1 AND [8
OR 11]), USE 2ND WORDING. ELSE INSERT 4TH WORDING.
CUR9.   Does the current situation with the war on terrorism make you more likely or less likely to
         recommend joining the military to (your child/your students/your players/a youth you
         know)?

                    1   MORE LIKELY
                    2   (DO NOT READ) DOESN'T CHANGE THE LIKELIHOOD
                    3   LESS LIKELY
                    99 (DO NOT READ) DK/REF

ROTATE ORDER OF ITEMS a & b
CUR10.   Do you approve or disapprove of the way the Bush administration is (INSERT ITEM)?
         Would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?

              a. Handling foreign affairs
              b. Using the U.S. military forces

                    1   Strongly Approve
                    2   Somewhat Approve
                    3   (DO NOT READ) NO OPINION
                    4   Somewhat Disapprove
                    5   Strongly Disapprove
                    99 (DO NOT READ) DK/REF

DEMOGRAPHICS

DEM2D. And now I have just a few last questions for research purposes.

Are you now, or have you ever been, a member of the armed forces?

         a. NO
         b. YES
         99 DK/REF

IF DEM2D=1, ASK DEM2B. ELSE SKIP TO DEM4.
DEM2B. Is that active duty, guard or reserves? (ALLOW MULTIPLE RESPONES)

         1 ACTIVE DUTY
         2 GUARD
         3 RESERVES
         98 NOT APPLICABLE
         99 DK/REF

DEM4. Please tell me whether you are currently…(READ LIST)? (ACCEPT SINGLE RESPONSE]

         1 Single and have never been married
         2 Widowed
         3 Separated
         4 Divorced
         5 Married
         99 (DO NOT READ) DK/REF

RANDOMIZE ORDER OF RESPONSE OPTIONS 1-4
DEM5. What is your current employment status? Are you… (READ LIST)?

         1 Employed full-time
         2 Employed part-time
         3 Retired
         4 Unemployed
         97 (DO NOT READ) OTHER (SPECIFY) _____
         99 (DO NOT READ) DK/REF

DEM3.   What is your total annual household income? Is it… (READ LIST)? (SINGLE
RESPONSE ONLY)

> 1   Less than $25,000
> 2 $25,000 but less than $30,000
> 3 $30,000 but less than $40,000
> 4 $40,000 but less than $60,000
> 5 $60,000 but less than $80,000
> 6 $80,000 but less than $100,000, or
> 7 $100,000 or more
> 99 (DO NOT READ) DK/REF

PROGRAM DEM10, DEM11, AND DEM11A IN 2 LOCATIONS – HERE AND IN THE
SCREENER. INITIALLY, THESE ITEMS WILL BE ASKED HERE, BUT MAY LATER BE
ASKED DURING THE SCREENER.

IF DEM10, DEM11, AND DEM11A ARE ASKED IN THE SCREENER, SKIP TO DEM23.

ASK DEM10 IN ONE LOCATION ONLY.
DEM10.   Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

> 0   NO
> 1   YES, (Includes, Mexican, Mexican American, Chicano, Puerto Rican,
>   Cuban, and other Spanish/Hispanic/Latino origin.)
> 99 DK/REF

ASK DEM11 IN ONE LOCATION ONLY.
DEM11.   I'm going to read a list of racial categories. Please select one or more to describe your race.
Are you…(READ LIST)? (IF NECESSARY: Which of the following race categories do
you most closely identify with?) (ALLOW UP TO 5 RESPONSES.)

> 1   White
> 2   Black or African-American
> 3   American Indian or Alaskan Native
> 4   Asian (INCLUDE ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE,
>   KOREAN, VIETNAMESE)
> 5   Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN,
>   GUAMANIAN, CHAMORRO)
> 6   (DO NOT READ) OTHER HISPANIC ONLY (INCLUDE MEXICAN,
>   MEXICAN AMERICAN, CHICANO, PUERTO RICAN, CUBAN, OR
>   OTHER SPANISH/HISPANIC/LATINO ORIGIN)
> 99   (DO NOT READ) DK/REF

ASK DEM11A IN ONE LOCATION ONLY.
IF DEM11=6 ONLY, ASK DEM11A. ELSE SKIP TO DEM23.
DEM11A. In addition to being Hispanic, do you consider yourself to be … (READ LIST)? (ALLOW UP TO 5 RESPONSES)

       1   White
       2   Black or African-American
       3   American Indian or Alaskan Native
       4   Asian (INCLUDES ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE, KOREAN, VIETNAMESE)
       5   Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN, GUAMANIAN, CHAMORRO)
     98   (DO NOT READ) NOT APPLICABLE
     99   (DO NOT READ) DK/REF

ASK DEM23 ONLY IF INFLUENCER. PARENTS SKIP TO DEM24.
DEM23.   At the beginning of the interview, you said that one or more youth between the ages of 12 and 21 might come to you for advice. Which of the following best describes the ages of the youth you interact with? Would you say… (READ LIST)?

       1   Most are 12 to 15 year olds,
       2   Some are 12 to 15 year olds and some are 16 to 21 year olds, or
       3   Most are 16 to 21 year olds
     99   (DO NOT READ) DK/REF

ASK DEM24, DEM25 AND DEM26 ONLY IF PARENT. INFLUENCERS SKIP TO PRIV1.
DEM24.   Other than your own children, do you have a relationship with other youth between the ages of 12 and 21 who might come to you for advice about what to do after high school?

       0   NO
       1   YES
     99   DK/REF

ASK DEM25 ONLY IF DEM24=1. ELSE SKIP TO PRIV1.
DEM25.   What role or position do you have where you interact with youth ages 12 to 21 other than your own children? (IF NECESSARY PROBE: For example, are you a teacher, coach, youth group leader?) (ALLOW MULTIPLE RESPONSES)

       1   YOUTH SPORTS COACH
       2   CLERGY MEMBER
       3   SCOUT LEADER
       4   EMPLOYER OF PEOPLE UNDER THE AGE OF 21
       5   GRANDFATHER/GRANDMOTHER
       6   SISTER/BROTHER
       7   UNCLE/AUNT
       8   TEACHER
       9   CHURCH LAYPERSON
      10 VOLUNTEER WORK
      11 GUIDANCE COUNSELOR
      12 MENTOR
      97 OTHER (SPECIFY)_____
      99 DK/REF

ASK DEM26 ONLY IF DEM24=1 AND DEM25=1–97
DEM26.   And, which of the following best describes the ages of the youth you interact with – other than your own children? Would you say… (READ LIST)?

       1   Most are 12 to 15 year olds,
       2   Some are 12 to 15 year olds and some are 16 to 21 year olds, or
       3   Most are 16 to 21 year olds
      99 (DO NOT READ) DK/REF

PRIV1.   Earlier I mentioned that the information you provide is protected under the Privacy Act of 1974. You are entitled to a copy of the Privacy Act Statement. Would you like a copy of this statement?

       0   NO
       1   YES
      99 DK/REF

ASK DEM12 IF PRIV1=0 OR 99. ELSE SKIP TO DEM13.
DEM12.   For research purposes only, please tell me your street address and zip code? Do you know your ZIP plus four? (9-DIGIT ZIP CODE IS PREFERRED)

         RECORD STREET ADDRESS
         RECORD ZIP CODE
        99 DK/REF

ASK DEM16 IF PRIV1=0 OR 99. ELSE SKIP TO DEM13.
DEM16.   May I please have your first name in case my supervisor needs to verify that this interview
actually took place?

RECORD FIRST NAME
99 DK/REF

ASK DEM13 IF PRIV1=1. ELSE SKIP TO CONCLUSION.
DEM13.   So that we can send you a copy and for research purposes, please tell me your full name and
address. Do you know your ZIP plus four? (9-DIGIT ZIP CODE IS PREFERRED)

RECORD FIRST NAME
RECORD LAST NAME
RECORD STREET ADDRESS
RECORD CITY
RECORD STATE
RECORD ZIP CODE
99.   DK/REF

CONCLUSION: Thank you very much for your time.

DEM14.   FIPS CODE   ____ ____ ____ ____ ____

DEM15.   ZIP CODE [FROM SAMPLE]   ____ ____ ____ ____ ____
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Appendix D

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Table 1

Overall Fit Statistics for *Theory of Reasoned Action* Model

Influencer Type	Chi-Square	df	RMSEA	CFI	GFI	R square for Intent to Recommend
Parents	255.2*	1	0.65	0.71	0.84	0.32
Non-Parents	332.5*	1	0.69	0.61	0.78	0.35

Notes. TRA = Theory of Reasoned Action. *df* = degrees of freedom, RMSEA = root-mean-square error of approximation, CFI = fit index, GFI = goodness-of-fit index, *p* < .05

Table 2

Overall Fit Statistics for Alternative Model

Influencer Type	Chi-Square	df	RMSEA	CFI	GFI	R square for Intent to Recommend
Parents	30.9*	2	0.16	0.97	0.97	0.39
Non-Parents	28.2*	1	0.20	0.97	0.97	0.50

Notes. *df* = degrees of freedom, RMSEA = root-mean-square error of approximation, CFI = fit index, GFI = goodness-of-fit index, *p* < .05

Table 3

Correlations of Attitude Association and Importance Measures with Likelihood to Recommend

Attitude Factor	Association	Importance	Association by Importance
Well-being	0.45	0.13	0.43
Skill development	0.37	0.26	0.39
Patriotic adventure	0.35	0.36	0.43

Notes. Correlations are significant at the .01 level. Association by importance values were computed by multiplying association and importance scores.

Table 4

Hierarchical Regression Predicting Likelihood to Recommend from Attitude Factors

Step	Predictor	Regression Weight	R Square Change
1	Well being	0.41*	0.21*
2	Skill development	0.01	0.00
3	Patriotic adventure	0.06	0.00

Notes. Regression coefficients are standardized. R square for the final equation is .21.

Table 5

Mean Importance Ratings for Well-Being Factor by Influencer Type

Well-Being Item	Parents	Non-Parents
Be in contact with family and friends	6.4	6.2
Be in an environment free from harm or danger	6.2	5.7
Have a lifestyle that is attractive	6.2	5.9
Have a good paying job	6.4	6.1
Have a job that is exciting	6.0	5.8

Notes. Means are significantly higher for parents than non-parents, $p < .05$.

Table 6

Mean Importance Ratings for Skill Development Factor by Influencer Type

Skill Development Item	Parents	Non-Parents
Develop self-discipline	6.3	6.4
Learn a valuable trade or skill	6.3	6.4
Train in cutting edge technology	6.0	6.0
Earn money for college	5.7	6.2

Notes. The mean for "earn money for college" is significantly higher for non-parents than

parents, $p < .05$.

Table 7

Mean Importance Ratings for Patriotic Adventure Factor by Influencer Type

Patriotic Adventure Item	Parents	Non-Parents
Have the opportunity to travel	5.3	5.5
Experience adventure	5.3	5.5
Do something for your country	5.6	5.8
Do something you can be proud of	6.6	6.5
Have a physically active job	5.4	5.5

Notes. The mean for "do something for your country" is significantly higher for non-parents than

parents, $p < .05$.

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